50 SHADES OF EYELASHES

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- Practicing lashmaker with over 10 years of experience
- Director of beauty school-studio «Champion's Lash school "(Kyiv)
- Judge in various International and Ukrainian championships
- Speaker at All-Ukrainian and International conferences
- Creativity of the Year in 2015, First National Annual beauty prize "Lash Empress" (Ukraine)
- One of the Top 3 Lashmakers in the world, according to Lash Inc. magazine (England)
- Author of numerous articles, cover photos and images in various magazines: Lashmaker (Ukraine), Cilmag (France), Lash Inc. (England), Lash Me (Poland) and many others
- Certified teacher of International level. Taught various master classes on location: USA, Poland, Germany, Hungary, Italy, Spain, Ireland, England, Austria, Slovakia, Croatia, Portugal, Lithuania, France, Sweden, Denmark
- Author of a unique course "Different Color Techniques Working with brown and colored eyelashes for look correction"
- Certified trainer in all types of eyelash extensions, as well as natural eyelashes
- Organizer of an online contest "CALENDAR 2017 ", "CALENDAR 2018 "
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- Certified teacher in all areas of eyelash extensions, as well as natural eyelashes.
- Winner of International award Crystal Eyelash (Republic of Belarus)
- Winner of numerous International and Regional competitions in nomination "Image creation"
- Participant in various conferences: Lash Boom (Moscow); Lash and Brow Revolution (Moscow); Lash Weekend; Lash Boom (Kiev), etc.
- Winner of many online contests

In your hands, you are holding an instructional guide: open it on the chapter of your choosing, and you will find answers to any professional question that interests you at the moment.

This is the most detailed guide to working with colored eyelashes, a printed assistant to participating in championships in creative nominations, when modeling a look using color, as well as creating a complete, harmonious image.

You will be able to estimate amount of materials required for the Classical and 2D volume extensions. You will learn nuances of color selection based on the color of the iris, for both everyday salon and competition extensions, and appreciate the importance of working as part of a team towards success.

Here you will find details of evaluation sheets that will help get the maximum number of points at championships, and ultimately will help you win.

This instructional guide will be interesting not only to experienced practicing lashmakers, but also to beginners, who want to improve and sharpen their skills.

This book is dedicated to our beloved
and super patient husbands
Dmytro Andropov and Igor Popov

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PART 1. COMPONENTS OF ARTIFICIAL EYELASHES

CLASSIFICATION OF ARTIFICIAL EYELASHES

"How can you paint so well? From your brush come the masterpieces ... " – " I just take the right paint and I put it in the right place. "
The author is unknown

The work of Lashmaker involves working mainly with artificial eyelashes – a synthetic monofilament. Lashmakers need to know what it is and what affects the quality of the fiber as well as the price.

The most common source of eyelash production is:

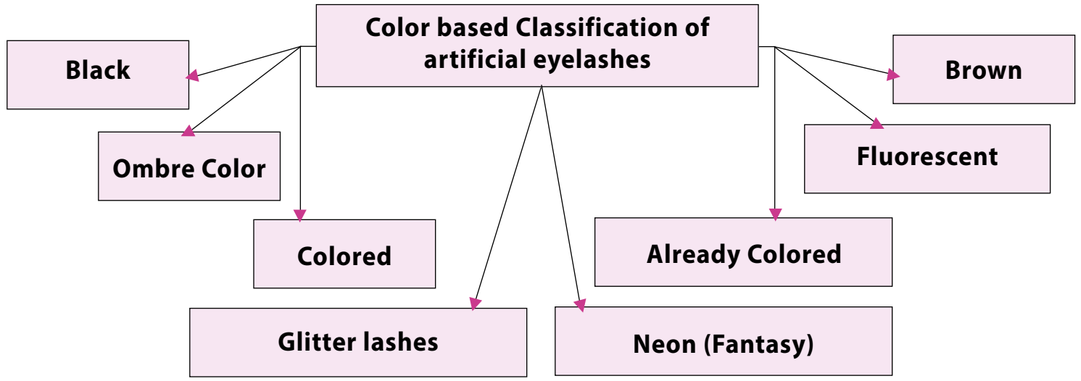
* **Polished acrylic material**
* **RVT fibers**
* **Polyester**

Eyelashes made of polished acrylic material are very dense, glossy fiber. This is the first fiber for porcelain extension, from which eyelashes are made. All eyelashes have a large diameter of 0.15; 0.2; 0.25; in a single package, eyelashes of various diameters, curls, and lengths often appear, which affects the quality of the work. Constituents of artificial eyelashes - polybutylene terephthalate (PBT, RVT), C12N12O4 (crystallizing polymer, related to complex saturated polyesters). It is used in the automotive industry, radio electrical engineering, as well as other consumer goods. This material has high uniformity, flexibility, durability, it is hypoallergenic, and hydroscopic (does not absorb moisture).

– Lashes made out of RVT fibers can be both of high and low quality, different in color from the base to the ends, different elasticity, resistance to deformation, etc.

– Polyester (polyethylene terephthalate) is a synthetic material with unique properties. This fiber is uniformly black from base to tip. By structure, the fiber is semi-matte, hydroscopic (does not absorb moisture), and hypoallergenic.

To date, there is a large selection of eyelashes in the Lash industry: from black to color, from single-color to two / three-color, etc.



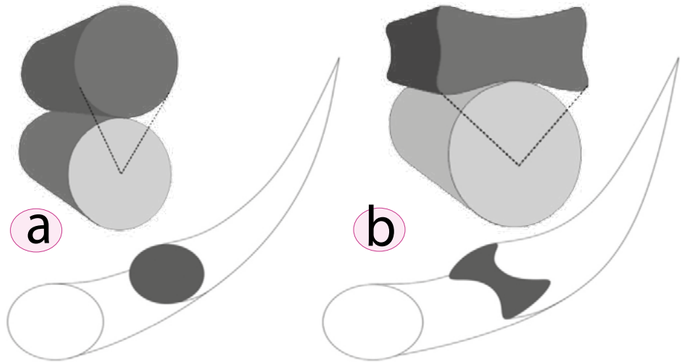
> ***The color of natural eyelashes is due to the ratio of pigments eumelanin and pheomelanin. Race affiliation determines thickness of the eyelashes.***

THE BLACK COLOR IS one of the most paradoxical and surprising in the color and chromatic palette. Black classic color of artificial eyelashes is the most popular in artificial eyelash industry. Once they are put on, eyelashes do not break, do not deform, do not change their color, and do not fade even in the sunlight. Eyelashes come in the following diameters: 0.3 mm.; 0,25 mm.; 0.2 mm, 0.17 mm, 0.15 mm, 0.12 mm, 0.1 mm; 0.85 mm; 0.07 mm; 0.06 mm; 0.05 mm; 0.04 mm; and 0.03 mm

Evolution of Artificial Eyelashes *

Year	Curl of eyelashes	Packaging	Eyelash Thickness	Length	Technique
2002-2005	C,B	Varied	0,3;0,25; 0,2; 0,17; 0,15	8,10,12,14,16,22 mm	Colored Classic
2006-2007	D,CC, C+,LL+	Tape	0,1; Colored	6-16mm	2D,3D
2008-2019	J(A),B,C,C+,D,DD,CC,U,L,L+,M,LC,LD	On a tape, anti-slip, multi-layer	0,03-0,07; 0,1;	4-22mm	From Classic to Mega Volume

** from personal experience and own research*



Fiber Form

The photo shows two shapes of the fiber (a.- circle; b.-ellipse).

There were also variations in the shape of the fiber. Most of the artificial eyelashes presented on the market have a round shape. Mostly, lashmakers work with such eyelashes because they are similar in shape to the natural lashes.

With a flat base, the "donor" eyelashes have a large area of contact with the natural lash, not weighing it down, but the availability of such a fiber is limited.

TABLE OF THE QUANTITY OF EYELASHES FOR CLASSICAL EXTENSION/2 D VOLUME

Quantity of Eyelashes for Classical Extension							
Manufacturer Series Length, Thickness, Curl	**The number of eyelashes in the tape, multiplied by 20 tapes**	**Number of eyelashes on 1 tape**	**Number of tapes in a pallet**	**The number of procedures for Classical extension with an average number of 120 pcs. And 240 lashes for 2 eyes**	**Poor Quality (broken/bent pieces, incorrectly attached lashes, etc.)**	**Total amount of lashes of poor quality**	**Number of procedures per 1 pallette**
lovely silicone 0,1 D 14mm	7380 (±5 × 20=100) 7280	369 pcs ± 5pcs	20 tapes	7280:240 lashes ≈ 30 procedures	30pcs × 30procedures = 900pcs/poor quality	7280pcs-900pcs/poor quality=6380pcs	6380pcs ÷ 240 l.≈ 26 procedures
lovely silicone 0,1 D 11mm	7380 (±5 × 20=100) 7280	369 pcs ± 5 pcs	20 tapes	7280pcs ÷ 240 l. ≈ 30procedures	30pcs × 30procedures = 900pcs/poor quality	7280pcs-900pcs/poor quality=6380pcs	6380pcs ÷ 240 l.≈ 26 procedures

IB Premium Mink esylashes 01, L 12 mm	6620 (±5 × 20=100) 6520	331 pcs ± 5 pcs	20 tapes	6520 ÷ 240 l. ≈ 26procedures	30pcs × 26procedures = 780pcs/poor quality	6520pcs-780pcs/poor quallity=5740pcs	5740pcs ÷ 240 l.≈ 23 procedures
viviene elite 0,1 D 12 mm	7180 (±5 × 20=100) 7080	359 pcs ± 5 pcs	20 tapes	7080 ÷ 240 l. ≈ 29procedures	30pcs × 29procedures = 840pcs/poor quality	7080pcs-840pcs/poor quality=6240pcs	6240pcs ÷ 240 l.≈ 26 procedures

Quantity of Eyelashes for 2 D Volume

Manufacturer Series Length, Thickness, Curl	The number of eyelashes in the tape, multiplied by 20 tapes	Number of procedures 2D Volume, with average number of 120 pcs and 240 l. for 2 eyes	Poor Quality (broken/bent pieces, incorrectly attached lashes, etc.)	Total amount of lashes of poor quality	Number of procedures per 1 pallette
Vivienne elite 0,07 D 11mm	9400(±5 × 20≈100) 9300	9300 ÷ (240 l. in 2D) 480 pcs ≈ 19 procedures	≈ (19 procedures × 60pcs/poor quality) 1 procedure × 60 pcs = 1140 pcs	9300-1140≈8160pcs	8160pcs ÷ 480 l.≈ 17
lovely silicone 0,1 D 11mm	7380 (±5 × 20≈100) 7280	7280 ÷ (240 l. in 2D 480 pcs ≈ 15 procedures	≈ (15 procedures × 60pcs/poor quality) 15procedures × 60 pcs ≈ 900 pcs	7280-900≈6380pcs	6380pcs ÷ 480 l.≈ 13
IB Premium Mink esylashes 01, L 12 mm	6620 (±5 × 20≈100) 6520	6520 ÷ (240 l. in 2D 480 pcs ≈ 14 procedures	≈ (14procedures × 60pcs/poor quality) 14procedures × 60 pcs ≈ 840 pcs	6520-840≈5680pcs	5680pcs ÷ 480 l.≈ 12
Vivienne elite 0,1 D 12 mm	7180 (±5 × 20≈100) 7080	7080 ÷ (240 l. in 2D 480 pcs ≈ 15 procedures	≈ (15 procedures × 60pcs/poor quality) 15procedurs × 60 pcs ≈900 pcs	7080-900≈6180pcs	6180 pcs ÷ 480 l.≈ 13

** L.-eyelashes PQ- poor quality*
P -procedures
PCS –pieces

> ***We blink our eyes using the fastest muscle in the whole body. In one second, a person has enough time to blink 5 times. On average, we make 25-30 movements with eyelashes per minute.***

Now you can calculate how many procedures you can make based on your experience and the amount of materials you have.

For this calculation you need to:

1. Calculate the number of eyelashes on the tape and multiply it by the number of tapes in the pallet

2. From the result obtained, take away the possible quantity of the manufacturer's mistakes/poor quality (± 5 pieces multiplied by the number of tapes)

3. Divide the resulting figure into the average number of natural eyelashes of the client (approximately 120 lashes multiplied by 2 (for both eyes) for the Classical. For the 2D Volume, the upper number is multiplied by 2, for the 3D volume by 3, and so on for the larger volumes. That is how we get the total number of procedures.

4. We take away the lashmakers' mistakes/poor quality (about 60 pcs for each procedure for beginners). Each lashmaker will have a different number of mistakes. It depends on the experience and professional skills.

5. Multiply the number of procedures for mistakes allowed by the lashmaker for one procedure (damaged eyelashes, incorrectly placed bundles, etc.).

6. From the total number of eyelashes without a factory mistake/ poor quality, we take away the mistakes of the lashmaker, thus we have the indicator of used eyelashes in the procedure.

7. This number is divided by the average number of natural eyelashes, multiplied by 2 (for both eyes), and we have the number of procedures from one palette.

COLOR EYELASHES – eyelashes that are made of high-quality monofilament, the color of which is given with the help of a special pigment. They come in a palette of eyelashes of the same color or several colors. At customer's request, the work can be done in one color or in a combination of several colors, using different techniques.

EYELASH OMBRE (ombre translates from French as "dimming"). For the first time this term appeared to describe a special technique of hair coloring. With its help a smooth transition is created - from dark hair at the roots to the lighter at the ends. The Ombre in eyelashes also involves the transition from one color to another. From a darker color at the base of the eyelashes to a bright color at the tips of the eyelashes.

THE COLORED EYELASHES are a set of several shades of eyelashes in one color scheme, held on one palette.

NEON EYELASHES (FANTASY). This series of eyelashes is designed for brave and bold customers, ready for interesting experiments. And also for creating images where the use of bright saturated colors always looks impressive. ("Wine", "scarlet", "topaz", "azure", "tiffany", "grape", etc.) *(see page 11).*

GLITTER EYELASHES – glossy eyelashes, the ends of which are covered with fine shiny particles of thin aluminum or polyester (polyethylene terephthalate) films of thickness 12 μm, 25 μm or 50 μm in different colors. Glitter is often used in cosmetics to create extravagant or festive make-ups. In the lash industry, the theme "glitter-eyelashes" means that under the factory conditions, glue is applied to the ends of the eyelashes and is covered with sequins. Such eyelashes are used as an addition to the main extensions.

FLUORESCENT EYELASHES are used for creative extensions, they have a feature that no other eyelashes have – they shine under a UV light. *(see page 11).*

BROWN EYELASHES

Today, manufacturers produce materials in brown shades up to 0.05 in diameter. They are very diverse: from saturated dark to light; from dull to bright, with orange, golden and red undertones. Different manufacturers call eyelashes in brown shades differently, depending on their saturation:

– *dark chocolate;*
– *very dark chocolate;*
– *Brick color;*
– *coffee;*
– *Mustard;*
– *bronze;*
– *beige;*
– *terracotta*
– *Brown dark brown;*
– *medium-brown;*
– *light brown, etc.*

TECHNIQUES OF MODELING WITH SHADES OF BROWN

Astronomers say that the universe has a color, and this color is called "Cosmic coffee with milk"

The color of artificial lashes greatly affects the look and overall impression of a person. The use of different shades of brown in one extension allows you to hide shortcomings and emphasize beautiful features of the client. The usual "ombre" (gradient from light brown / brown to black) visually separates the eyes and focuses on the outer part of the eye. It's beneficial to use this technique for close-fitted eyes. A gradient from black in the inner corners to brown / light brown on the outer corners visually brightens the eyes.

This technique is recommended to the clients who are “wide-eyed”. The "cat eye" technique (gradient from light brown to black in the center and in the reverse sequence) allows you to create not only a beautiful and fashionable effect, but also helps to visually open the eyes, ideally suited for a girl with a lowered outer corner of the eye and a drooping eyelid. It will also fit narrow, slit-shaped eyes, creating the effect of "open" eyes.

Today, you can see animal prints everywhere: clothes, shoes, nails, accessories... If your clients are also following this trend, you can please them by imitating tiger stripes on their eyelashes. It's easy to use the "tiger" technique: divide the eyelashes into sectors and alternate extensions of black and light brown colors.

One of the modeling techniques of brown eyelashes is work with rows. For example, the lower tips can be extended in black with shorter artificial eyelashes, and the top is light brown or mixed with light and dark brown colors. This creates the effect of "sunburned ends" or vice versa, the bottom row is long black eyelashes, and the upper is shorter shades of brown (with the addition of "golden" color). Customers who want something new and love experiments will be delighted!

If you don’t know how to work with rows yet, start with the simplest interlacing of black and brown shades (the effect of highlights). Put a fan of black eyelashes, and then brown, black, brown, etc .. As a result, your work, and, accordingly, the look will get softer and lighter.

All these simple techniques will fit both brunettes and red-haired, and girls with golden and warm hair color, and they are described in the chapter "Techniques of color modeling".

ALGORITHM FOR SELECTING THE CLASSIC BLACK / BROWN EYELASHES FOR SALON EXTENSIONS

In order for the extensions to look harmonious, it is very important for the lashmaker to choose the appropriate color of artificial eyelashes, taking into account the following parameters:

- ***age of the client***
- ***skin color***
- ***color of the eyebrows***
- ***hair color (color of the root zone of hair)***
- ***color of the iris of the eyes***
- ***color of natural eyelashes***
- ***Client’s make- up preference***
- ***presence of permanent make- up on eyelids***

> ***If you put all the eyelashes, which naturally fall out of person’s eyes, during her/ his lifetime, in a single line, the length of the line will reach 30 meters.***

PART 2. ASPECTS OF SELECTION OF COLORED EYELASHES FOR PROFESSIONAL EXTENSIONS

RECOMMENDATIONS FOR SELECTION AND MATCHING OF COLORED EYELASHES TO THE COLOR OF THE EYES

Beautiful eyes are those that try to see only good in people.
Audrey Hepburn

The colors of the people's eyes are striking in their diversity: blue, green, gray, black, brown, red (found only in albinos), yellow, violet (among representatives of one of the nationalities in the high mountains of Northern Kashmir). The overall pattern and iris are individual, but the color of the human eye is determined by heredity.

The color of the human eye, namely the color of the iris of the eye, depends on two factors:

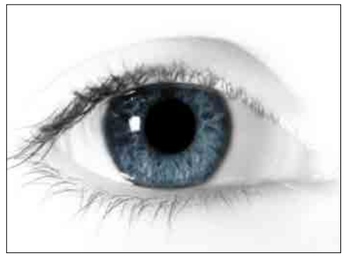
– concentration of iris fibers;

– Distribution of pigment "melanin" in the layers of the iris.

Melanin is a pigment that gives human skin and hair its color. The more saturated melanin is, the darker the skin, hair, and eyes of a person.

The color of the eyes may change throughout life. Most people of the European descent are born with blue or gray-blue eyes, and by the age of one year, the color of their eyes change. But the final color is set at 10-12 years of age, and it is due to the accumulation of melanin in the iris.

> ***In the womb, the eyelashes of an embryo begin to grow around 16th week of pregnancy. Length, density and curl of the lashes, as well as their growth is determined by genetics.***



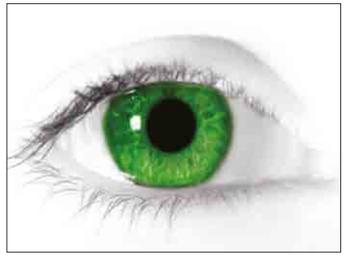
> ***In theory, the human eye is able to distinguish 10 million colors and about 500 shades of gray. However, in reality, a good result is the ability to distinguish at least 150 colors (and even that is possible after some training).***

GRAY

The most common eye color is gray. Gray eye color may erroneously be considered as a shade of blue. "Silver" eyes are the result of a small amount of melanin, and they have a gray-silver appearance.

For this eye color, the following color scheme of the eyelashes is recommended: silver shades, gray-blue, dark brown tones, dark blue, turquoise, lemon, plum, and a combination of green and violet. Remember, to give your eyes more color and emphasize their beauty, you should choose the colors of eyelashes to be a few shades brighter than their eyes. If you pick the same colors in terms of the tonality of the eyes, or a lot brighter, then the eyes will seem too dull. With the help of the eyelashes, gray-eyed girls can really add a green or blue shade to their eyes.

Not recommended: use of gray (not saturated black), giving the appearance of lifelessness and fatigue. Also, do not use really bright, saturated shades.



GREEN

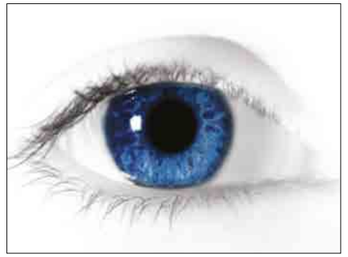
The green eye color is determined by a small amount of melanin. In the outer layer of the iris, a yellow or light brown pigment is distributed in the lipofuscinum. (lipofuscin – from Greek , lipos- fat and fuscus – brown).

Purely green eye color is extremely rare, but variations of such a shade in combination with light brown or gray, or yellow-brown inclusions often occur. These eyes are chameleons, that can change their shade based on clothes, makeup or mood.

For this color, the following color scheme of eyelashes is recommended: the green eyes are a perfect fit for different shades of green: pure green, emerald, olive, or khaki. If the eye color is mixed, for example, gray-green or brown-green, use purple, brown, and gold colors as a good choice in the color scheme.

Not recommended: Silver, blue, pink or bright blue shades of eyelashes can make the green color pale and lifeless.

> *Only a total of 2% of the population have green eyes. And most of them are females!*



BLUE

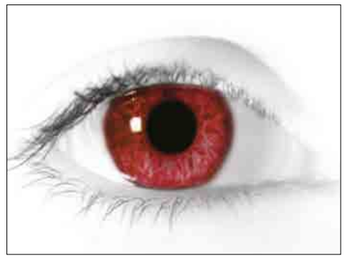
The blue eye color is the result of a mutation, due to which the carriers of such a gene have a reduced production of melanin in the iris. The more dense the fibers are, the lighter the color *(see page 17).*

Blue and light blue eyes are the most common among European populations.

For this color the following color scheme of eyelashes is recommended: silver, turquoise, lavender, chocolate, and blue. The depth of the eyes can be emphasized by plum and intense-violet, as well as copper and golden shades. Against a copper background, blue eyes will look brighter.

Not recommended: There are different shades of blue eyes, the most common of which is grayish blue. For these eyes, the use of bright blue, green, or dark purple is not recommended. A beautiful blue iris against a background of those colors will become dull and overshadowed.

> *In fact, brown eyes are hidden under the blue pigment. There is even a special procedure that allows a permanent change of brown eyes into blue eyes.*



RED

Albinos can have red eyes. It is associated with the absence of melanin in all layers of the iris, as a result of which the blood vessels are strongly accented.

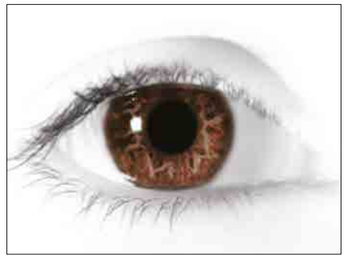
Sometimes, there is also a violet tint, which happens when red is superimposed on the blue color, which is reflected when light is dispersed in the stroma (transparent part of the cornea). However, such deviations are extremely rare.

Albinism (originates from Latin "albeus" meaning "white") is a rare congenital condition that makes a person not like everyone else, and often, bright, and exceptionally beautiful. It can be either complete or partial: depigmentation of the hair and eyes, or only the eyes.

Recommended: For albinos, ideal are, of course, white eyelashes – they are natural and stylish at the same time (for extensions, use transparent glue). Also shades of brown are gentle and contrasting. If the customer prefers color extensions, then purple and “wine” colors will look classy and expressive *(see page 17 "Albinos")*.

Not recommended: use of a large number of colors, as well as mega-volumes of black.

> *The iris of an eye of a person is individual. A person can be identified by her/his iris.*



BROWN

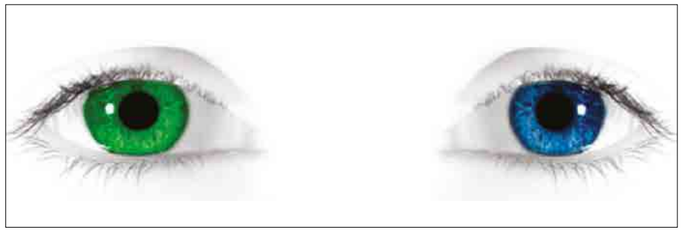
Brown is the most common eye color in the world. In this case, the outer layer of the iris contains a lot of melanin.

Therefore, all of the reflected light is combined into brown. People with brown eyes are more likely to be found in hot, southern countries. The more and brighter the sunlight, the darker the eyes of people who live in those areas, and there is less of a chance of harming the eyes by the ultraviolet.

The recommended color of the eyelashes: all possible variations of blue hues, violet, purple, plum, brown (light brown, brown, chocolate), green, olive, turquoise, and copper shades.

Not recommended: gray, pink. Using a large number of bright orange eyelashes can make your look fatigued and sickly.

> *The cornea of the shark's eye is so similar to the human cornea, that at one time it was even used as a transplant for human transplantation.*



HETEROCHROMIA

Heterochromia (translated from Greek, meaning "different color", "other") is a different color of the iris of the right and left eyes, or different colors of different parts of the iris in one eye. This is the result of excess or deficiency of melanin in the body (pigment).

In order to soften the color asymmetry of the eyes, it is recommended to use the color of artificial colored eyelashes, which is present in the iris of the second eye.

Causes of eye color changes:

– Dispersing of the light. The sun's rays or the intensity of artificial light can affect the perception of the color of the eyes. And also the color of the surrounding objects, bright colors of the clothes, intensity of colors in make-up / eyelashes can intensify the color of eyes.

– Mood. An emotional state can affect the appearance of eye color without changing their color. For example, in a depressed state / crying, the pupil expands, compressing the color pigment, thereby making the iris look darker.

– Health or medical reasons. Various narcotic or medical drugs lead to narrowing or enlarging of the pupil, changing the intensity of their color.

– Ageing.

> *It is impossible to sneeze with your eyes open.*

COLOR MODELING TECHNIQUES

There are a lot of techniques for working with colored eyelashes: combining colors, alternating 2 or more colors, working with rows of natural eyelashes, color accents, color gradients, etc.

We can distinguish 3 main techniques of working with colored eyelashes:

1. ***Horizontal.***
2. ***Vertical***
3. ***Combined.***

Vertical technique. Colors are arranged in a vertical direction relative to the eyelash row (different sectors of color from the inner angle of the eye to the outside, from the outer corner of the eye to the inner one)

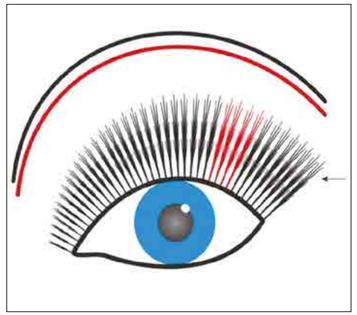
Horizontal equipment. This technique assumes the arrangement of color inside the rows of eyelashes. As a result, a horizontal color gradation relative to the eyelash row is created.

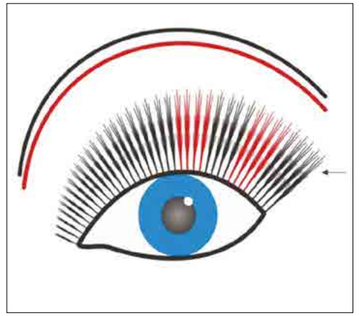
Combined technique. When modeling the look, a combination of 2 techniques (horizontal and vertical) is used.

Do not be the same,
Be better!

> ***Since 2002, you can make an eyeball piercing in the Netherlands. Using a special procedure, a precious jewel in the form of a symbol, such as a heart or star, is placed inside of the eyeball.***

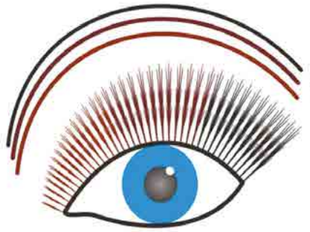
COLOR ACCENTS





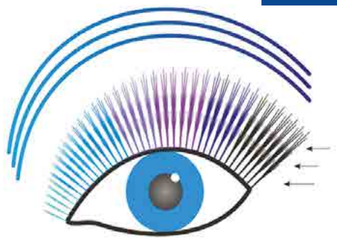
Accent (from Latin accentus – "emphasis, underlining") is one of the examples of the composition designed to emphasize one of its elements. The accent can be done using the form or a small amount of color in order not to turn into dominant. Accents can be placed symmetrically on two eyes or asymmetrically.

COLOR SCHEME (gradient)



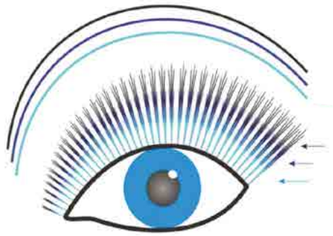
Gradient for salon extensions (from lat. gradatio "gradually", "walking", "growing") is a consistent transition from one color to another. Placing extensions involves work with several colors, and a smooth transition from light to dark or vice versa from dark to light in soft, wearable colors.

Gradient



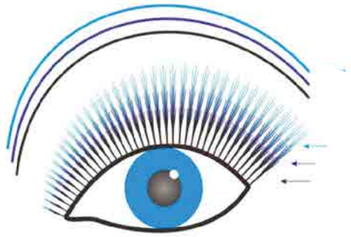
Color scheme is a series of harmoniously interconnected colors. If you wish, you make extensions using two or more colors when one color smoothly transitions into a second, second to third, and so forth. This color distribution is performed in a vertical technique. You can use a combination of any color scheme.

Light and Shadow



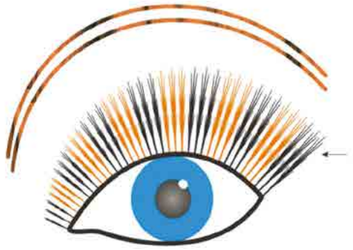
The arrangement of colors in rows involves work in a horizontal technique from light shades to dark. The color scheme will look harmonious in similar colors. It is important to remember that in the inner and outer corners the eyes there are considerably fewer eyelashes and eyelash rows than in the middle of the eye, therefore it is recommended to use darker colors as the base, because lighter colors in the corners can visually shorten the length of the eye.

Sun-stripping



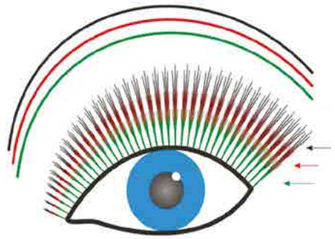
Sun-stripping creates the effect of tips burnt/faded in the sun. The lashmaker must carefully select the colors that are similar in color and spread from the dark base to the light to the ends. This technique allows for a smooth and maximally natural transition between shades. In this technique there should be no sharp transitions from one tone to another.

Мелировка (тигр)



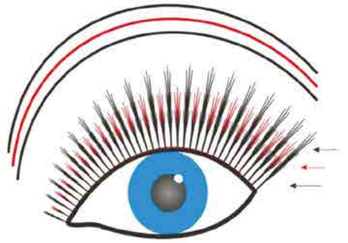
Work with Highights is a technique based on the alternation of two colors in equal proportions and in the same sequence to each other, or on the alternation of two colors without creating identical rows of the strips to create a natural "animal" color.

Lash-contouring



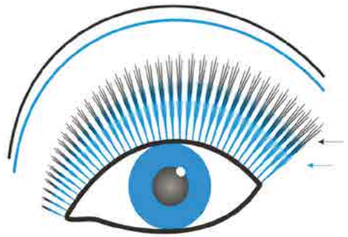
Lash-contouring. The principle of this technique is to place eyelash extensions on the upper rows of black lashes, which allows you to create the effect of an invisible contour; whereas the lower and middle rows are executed in desirable colors in accordance with the style and color of the overall vision.

EKG technique



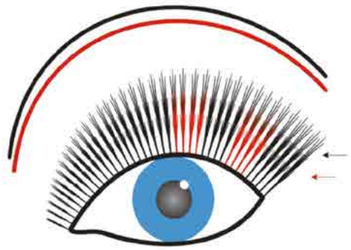
EKG stands for electrocardiogram. It measures heart's natural electrical activity, and it looks similar to a series of spikes and valleys. The EKG technique is the creation of a haze using 2 colors. The lower row is dark, the second row is slightly longer and lighter than the main color and the upper row's "rays" are 2 mm longer than the main length of dark color.

Lash-Strobing

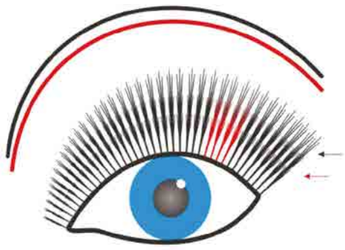


Strobing is a technique that involves working with colored eyelashes in the lower rows, which helps to enhance the color of the eyes and make it more vibrant and saturated. Extensions are created using a horizontal technique with rows transitioning from light shades to dark.

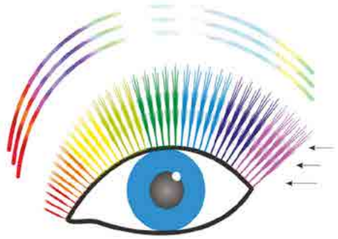
Bright spot



Bright Spot is an element of a light/shadow or a light spot that is emphasized by colored eyelashes in the lower rows. It can be done in one or several places, and it is an addition to the main extensions.

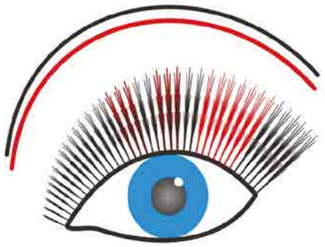


Coloring (Rainbow)



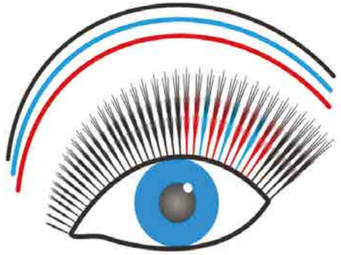
Coloring is the use of multiple colors in different sequences from three shades and more using vertical technique. Colors are selected according to the color type of the model and the harmony between themselves or according to the colors of the costume / makeup / face-art / decor / headdress of the model.

Combined Technique (Accent + Bright spot)

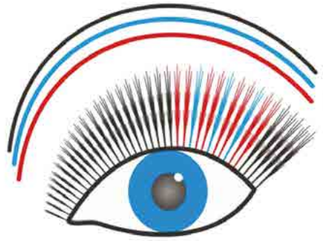


The combination of the two techniques allows you to make a color accent and add bright spots, which can deepen the color of the iris and make it brighter.

Color Block in the lower row

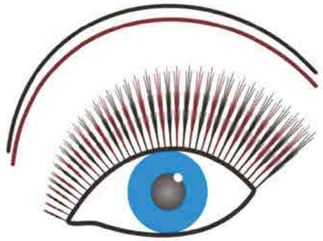


Color Blocks



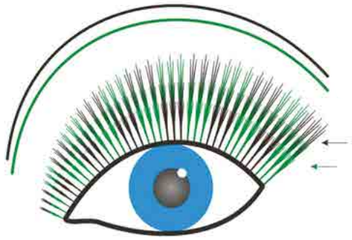
Color Block is a technique, which allows us to work with colored eyelashes inside of a certain block. Most often this block is located above the iris of the eye or closer to the outer corner of the eye. It is for clients who are not ready for radical changes in the color scheme, but would like a small color addition.

Hatching



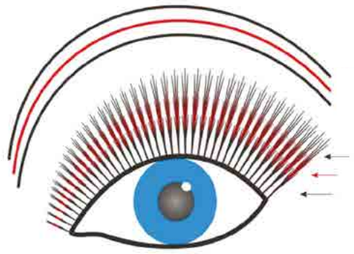
Hatching. Hatching is an artistic technique used to create tonal or shading effects by drawing closely spaced parallel lines. You need to alternate, an eyelash after an eyelash, fan by fan, to combine two colors. It is often used in championships to soften the color.

Chequered pattern

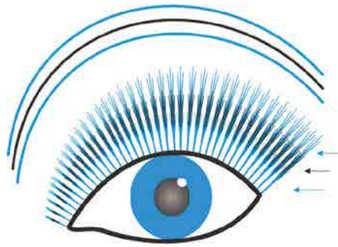


Chess-lash is a technically complex extension work used in championships, contests, and magazines. The color scheme is arranged in a staggered order (chequered pattern) in the lower row, with alternation of colors, and in the upper row you need to alternate the same colors, but in the reverse order.

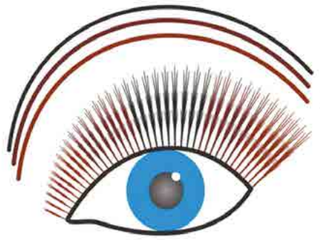
Splash Light



Splashlight creates an effect of the angelic nymb in the center of the extensions in a horizontal technique. In the middle row, a lighter and brighter color is used relative to the lower and upper rows, or vice versa. This is new in the field of color combinations. This is not a simple technique, as it requires a clear symmetry of colors in extensions, which can increase the length of the procedure. This is a 2019 trend.

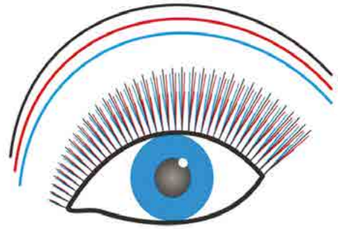


Smudging (Cat Eye)



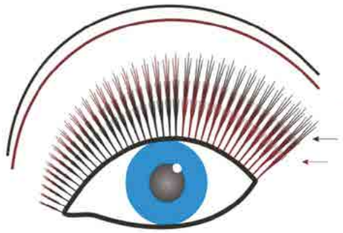
Smudging is one of the techniques of eyelash extensions, performed with a gradation of colors. The darkest color is in the center of the eye, while the lighter shades / colors are placed on the outer and inner parts. It is used to correct client's look when modeling narrow eyes; eyes placed wide; lowered outer corner; drooping eyelid; or asymmetry.

Alterno / Alternate



Alterno / Alternate (from Latin "Alterna" meaning alternate) is a combination of several colors in one fan to create a unique look. Working using this technique is more painstaking than the usual procedure, and even an experienced lashmaker will take at least 3 hours. For beginners, it is recommended to prepare fans in advance in order to accelerate the process of extensions.

Mirror



Mirror. This technique is used in contests, championships, and magazines, and it suggests creating a mirror image from one side of the eye to the other.

«RAYS» IN SALON EXTENSIONS

It is amazing what one ray of sun can do with a man's soul!
F. M. Dostoevsky

"Rays" is one of the most sought after effects in salon extensions. Thanks to this technique, a "Broken line" is created, which can be obtained both in Classical extensions and in Volume. The essence of this technique is that the accents are evenly placed with longer eyelashes, 2-4 mm longer than the main length, from the inner corner of the eye to the outer, or in the reverse order. Different schools call this effect differently: the Kim effect, Kim Kardashian's effect, Kaili's, Broken Line, and so on.

The first stage of the "rays" extensions is to create the rays themselves, which are unopened 2-6D fans or single eyelashes of a large thickness (0.03-0.15mm), depending on the thickness of the natural eyelash and the vision of the lashmaker, (see the schematic below). You need about 8 to 15 pieces, depending on the length of the lash row and the thickness of the natural eyelashes. It should be noted that the "rays" are placed on "mature" dense natural eyelashes, to avoid sagging, deformation and not to injure natural eyelashes. The thicker the eyelashes, the greater the number of rays, and the brighter the effect.

There are lashmakers who work in rows or blocks and make this effect more expressive; each has their own approach, their own vision, their own system and technique.

Here is an example of a step-by-step guide of simple "rays" for beginners:

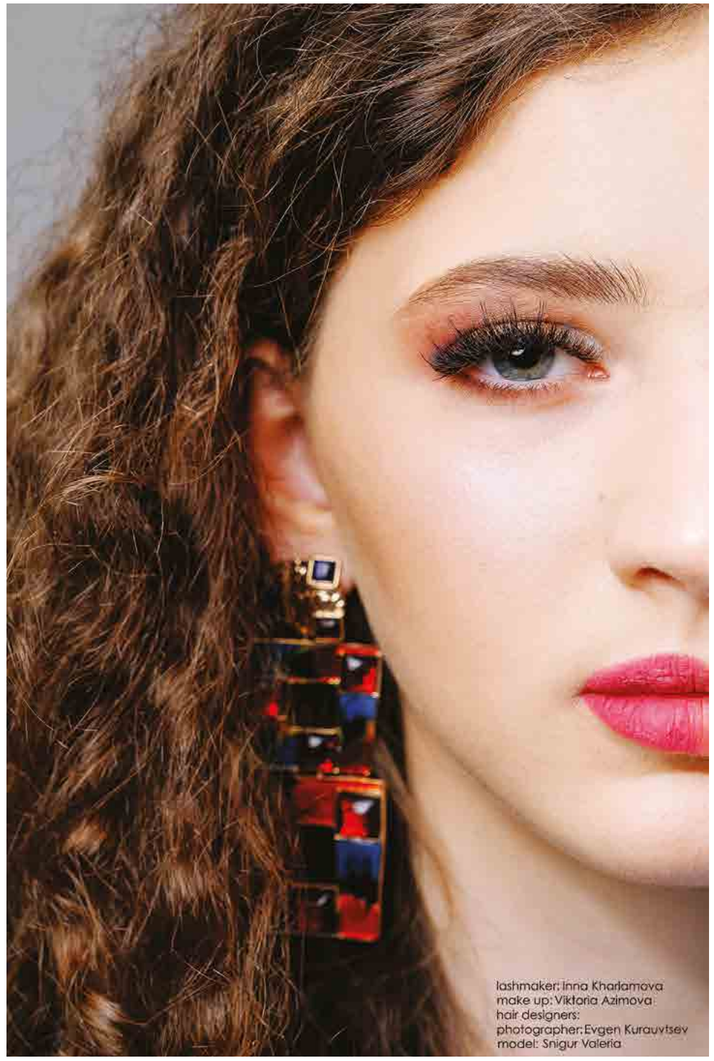
⋆It is recommended to place dots, while the eyes are open (you can use an eyeliner pencil), in the places of future "rays" on the moving part of the eyelid for symmetry

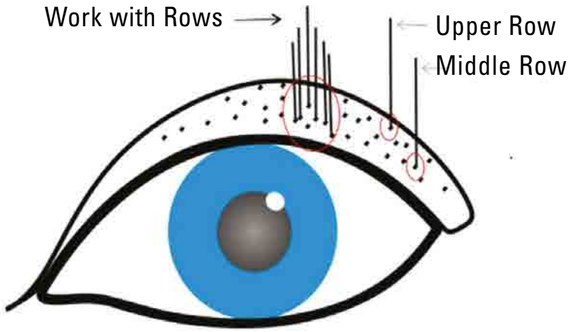
⋆Preparation of the eyelashes for work (make up removal / degreasing / primer / activator)

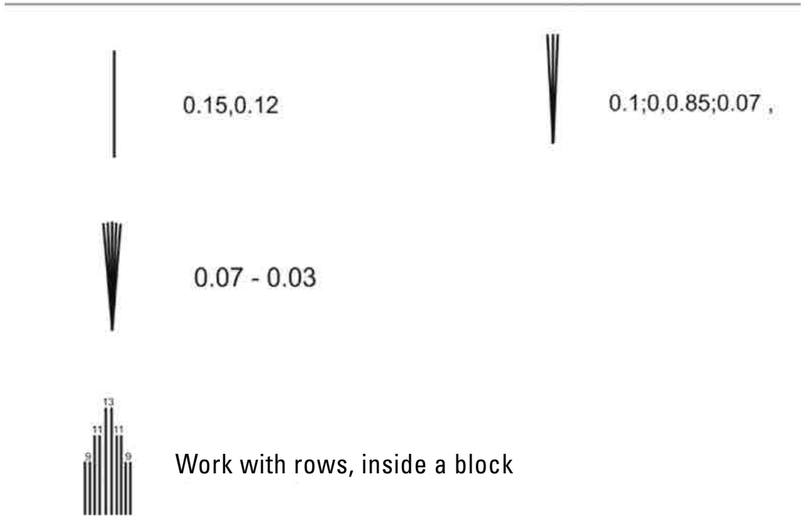
⋆Drawing of the desired schematic on the patch

⋆Arrange the "rays" on the upper row of the eyelashes 2-3 mm longer than the original length of artificial eyelashes

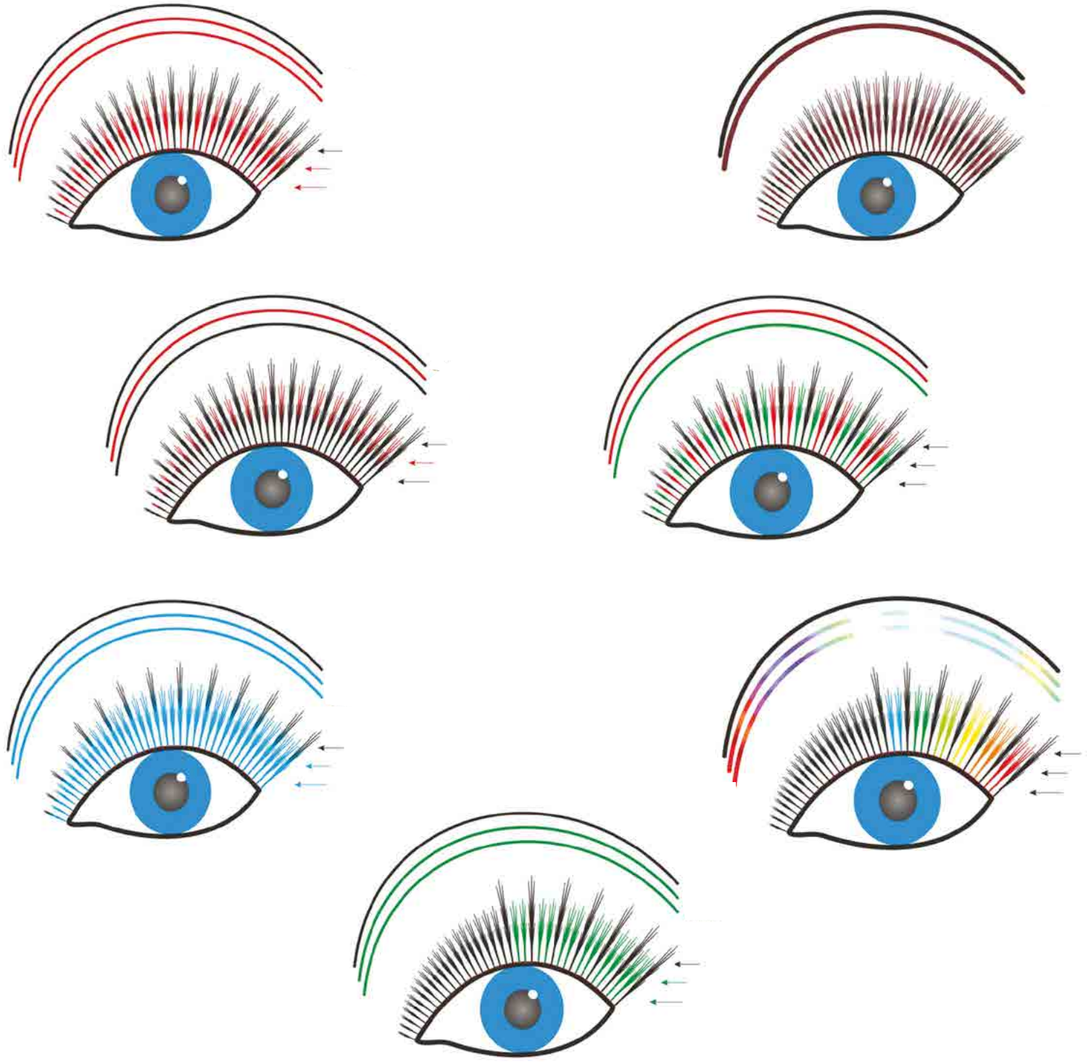
⋆The main extensions are done according to the previously planned schematic *(see page 28).*



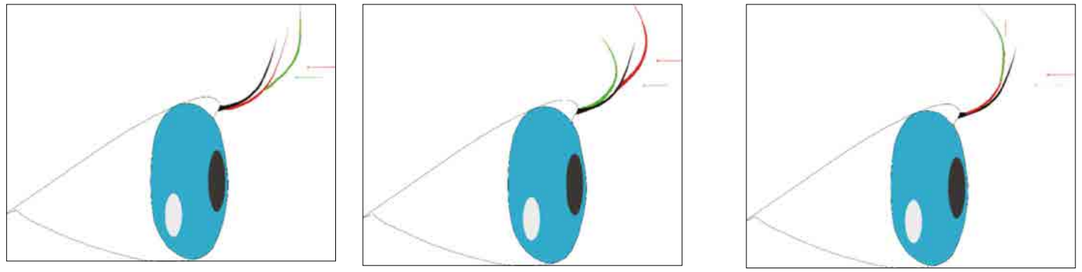




Schematics of "Rays" in different variations with combinations of colored eyelashes are presented below. All these schemes can be changed by changing a color scheme, arrangement and number of rays, combination of curls and lengths based on the vision of the lashmaker.



TIERED EXTENSIONS



Tiered extensions is a technique used in championships, competitions, and to create images for magazines.

The tier is one of several rows of something, located one above the other. In the Lash industry, these extensions are located above another tier of extensions.

There are two methods to accomplish this technique:

The first method. A tier extension involves extensions done in 2 stages: first, extensions are placed in the middle of the natural eyelashes or above. The second stage involves placing artificial eyelashes/fans on the natural eyelashes with a certain offset.

The second method. Using clear glue, the second layer of artificial eyelashes is placed on the finished extensions, with an offset from the middle. This tier can be glued both on the outside of the extensions, or on the inside, depending on the vision of the lashmaker. When performing a tiered extension, it is important to take into consideration the intensity of the curve of both tiers.

The tiered extension in the championships must be clearly visible, otherwise judges do not consider it successful and give zero points. If the tiered extension is partially executed, then you will not get maximum points, but rather you will get points proportional to the work done *(see page 32)*.

TEST:

1 What is a tiered extension:

A. Combination of 3 or more curves

B. Placement of artificial eyelashes in 2 stages (in the middle of natural or artificial, and then at the base of natural eyelashes, with a certain offset)

C. Combining several colors in different sequences

D. Placement of artificial eyelashes on top of natural (on the base of the natural eyelash, with a certain offset)

2. Choose the right form of modeling with color for the client with wide set eyes.

A. Highlights - alternation of black and brown colors;

B. Black - an outer corner of the eye; brown - inner part;

C. Black - inner part, brown - outer part;

D. Brown-lower rows of eyelashes; black -- top row.

3. Choose the right color modeling for the client with narrow set eyes

A. Black - inner corner, brown – outer part;

B. Brown - lower rows of eyelashes; black -- top row

C. Highlights - alternating black and brown colors;

D. Black - the outer corner of the eye; brown-inner part;

4. What do you call a vertical technique that uses 2 colors in a sequence, one after the other

A. Gradient

B. Highlights

C. Smudging

D. Coloring

5. What is the length of the "rays", if the main extensions are done in lengths from 7-11mm:

A. 9,12,13

B.8,10,12

C.6,8,11

D.8,10,15

6.If the main “Rays” extensions are performed in the -D curve. What is the curve of the rays

A. only in -D

B. D and C.

C. in any curve

D. D., L, CC

Стр. 34

7. What is a "gradient"?

A. work with a block of colored eyelashes

B. work with 2 colors of artificial eyelashes

C. A series of harmoniously interconnected colors, when one color smoothly blends into the second, second into third

D. The extensions are done using black eyelashes, but in different lengths and curves

8. What is a Bright Spot?

A. technique of the alternation of two colors in equal proportions

B is a color spot that stands out by placing colored eyelashes in the lower rows

C. use of several colors in different sequences from three color shades or more

D. work with upper rows

9. What technique would you use in salon extensions to enhance the color of the eyes and make them look brighter and more intense.

A. Gradient.

B. Hatching

C. work with lower rows of eyelashes.

D. Tiered extensions

10. What does Lash-contouring technique mean

A. The darkest color is placed in the center of the eye, and lighter shades are in the outer and inner parts

B. technique of the alternation of two colors in equal proportions

C. One after another, an eyelash after an eyelash (fan after fan), two colors are combined

D. Placing extensions in the upper rows of black lashes, which allows you to create the effect of an invisible contour

Answer key: *1b, 2c, 3d, 4d, 5a, 6c, 7c, 8b, c, 10a.*

COLOR TYPES OF PEOPLE OR HOW TO IDENTIFY YOUR COLOR TYPE

> ***Practice shows that among women holding senior positions, 85% are brunettes and only 15% are blondes. The "best half" of the multimillionaires and billionaires of our planet is also 62% brunettes.***

> ***Aphrodite was the first blonde. It is she who is considered the first blonde in the history of Greece.***

In a world that is constantly trying to make you something else, staying true to yourselfis the greatest achievement.
Ralph Wald Emerson

Worldwide, professionals in the Beauty Industry use a so-called "Seasonal" method, which divides all people into "cold" color types: summer or winter; or "warm" color types: autumn or spring.

Each person is born with a certain color type, but if desired, it can be changed: to color or highlight the hair; whiten your face or give it a tan; put on lenses to change the color or iris of the eyes.

In many cases, it is impossible to specifically say which colors are the best fit for the eyes, because the right choice of color depends on the color type of a person and the contrast of the appearance.

There are certain rules that will help you determine your color type:

✶First, it is recommended to determine which colors fit you more - warm or cold. To do this, perform

a metal test. We apply golden or copper colors, and silver and gray. We study the environment in which your face looks fresher. If you look better with the cold colors, then you are a summer or winter. And if you look better in warm colors, you are an autumn or spring.

✶Next step is to define what exact "seasonal" color type you are: summer, autumn, winter or spring.

> *In the Middle Ages, red hair was considered a sign of a vampire. And many women were considered witches because of red hair, by the Inquisition. In medicine, the term "gingerphobia" is officially recognized, it is a fear of red-haired people.*

The test should be done as follows: we place several different shades of the same color (or fabric) next to the face and see which one looks best on you.

✶Identifying color type must be done in the natural daylight, because evening light, electric light, or bright daylight, can distort colors, which can lead to an incorrect color type.

✶If the hair is colored, look at the root zone.

✶It is recommended to seek help of someone else, because your own opinion may not be objective.

✶It is necessary to remove decorative cosmetics and any make-up

✶The clothes should be of neutral color or you can stay naked down to the chest

✶To identify your color type, you can also turn to the help of a professional colorist.

COLOR TYPES:

	Shade and Color of the skin	**Hair color**	**Eye color**	**Color of eyebrows and lashes**
« Summer»	milky pink or white with a slight blush, almost transparent with a cold bluish tinge. Possible nut or olive tint is possible. The skin is well suited for tanning.	blond or brown, but there is always a cool ash hue. Brown or Light brown and gray-ash tint is noticeable in the hair.	blue-bray, green-gray, cool green, the whites of the eye most often do not contrast with the iris.	Eyebrows and lashes correspond with the hair color
«Autumn»	Exclusively warm colors. Most often has a golden, honey-golden color, with a blush on the cheeks, has freckles, and easily burns in the sun.	Exclusively warm colors. Often, all the shades of red: red-carrot, red golden, copper.	with a warm color/tint, the iris is always bright, and it contrasts with the white of the eye.	Brown, reddish brown, red, light golden or almost colorless
«Winter»	milk or porcelain color, sometimes olive. There is always a transparent bluish tint.	black, blue-black, dark-brown, cold ash color is visible in the light.	saturated, bright shades of gray, ice-blue, brown. Could be dark almost black. Eyes with a bright, contrasting iris.	Bright, dark eyebrows
«Spring»	thin, very light, tender, velvety, almost translucent ivory color, golden-bronze or baked milk. Beautiful blush appears quickly. Skin doesn't tan well, redness is frequent.	warm colors: light brown, with a golden, reddish tint, wheat color, never black.	light, light brown, light gray, light green, light blue.	Eyebrow and eyelashes can be darker than the hair

Fashion does not have strict rules, so do not be afraid to experiment

The contrast of a person's look based on the brightness is the difference between the lightest and the darkest colors. The greater this difference, the more contrasting the appearance.

To measure the contrast based on brightness, we came up with a contrast scale (a line consisting of eleven squares, representing colors from black to white).

Contrast Scale

The first square has 100% of black color, the second square has 90% black and 10% white. And so on, and the eleventh square is 100% white. The difference between the brightest and the darkest color is the level of contrast.

Low contrast level is from 0 to 3. Basically, these are blondes with light colored eyes and light colored skin, and brunettes with tanned skin and moderately light colored eyes. And brunettes with very dark skin, black eyes and inexpressive whites of the eyes.

An average level of a person's contrast is from 4 to 6. For example, lighter brunettes with light colored skin.

A high level of contrast is from 7 to 10. For example, brunettes with light skin.

This is important information to know, because any set of clothes also has its own level of contrast. Ideally, the contrast of a person's look and clothing should match or vary by a maximum of one or two levels.

If necessary, the contrast of a person's look can be intensified by some bright make-up.

Exercise: Determine your contrast level

Attach your black-and-white photo to the contrast scale and compare your colors with the colors in the squares. Note the difference between the lightest and the darkest color in the photo. This will be your level of contrast.

Source: https://www.babyblog.ru/community/post/moda/3088519 © BabyBlog.ru

EFFECT OF COLORS ON A PERSON

«You can have all the colors on the palette,
and draw in black-and-white».
I.N. Kramskoy

The effect of colors on a person and her/his mood plays a big role in everyday life. Studies by psychologists have shown that various colors and shades can change our mood, affect our subconsciousness (color scheme of the home's interior, clothing, make-up or even eyelashes). In modern medicine, there is a science of colorimetry. At the center of this technique is the use color as a way to influence the emotional, mental, and physical state of a person. For example, the red spectrum is stimulating, while the blue is soothing. But the most interesting thing is our emotional perception of color, and even a small color accent in eyelashes can affect our subconsciousness in different life situations. If right now you are searching for love, a small colored accent with red eyelashes can help you find love; if there are challenges at work, white color will help resolve problems. The main thing is to believe in the power of color!

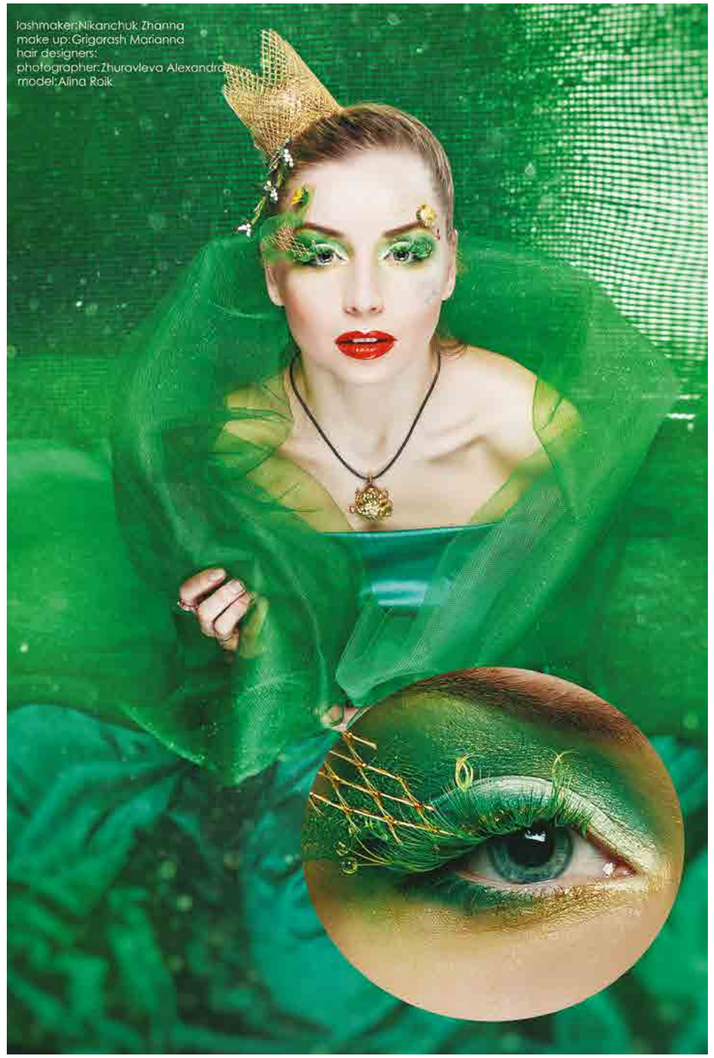
The most common colors used by lashmakers in salon extensions are

BLACK, **BLUE,**
RED, **BROWN,**
ORANGE, **WHITE,**
GREEN, **PURPLE.**

GREEN

Green is the color of nature, relaxation, peace and tranquility. Its main focus is wealth, prosperity, renewal and harmony. Green color's effect on a person makes it easier to get rid of bad thoughts and negative emotions. Those who do not like to stress over anything, prefer this color. It best fits girls of warm color types, who have green or brown eyes.

> *The human eye is able to distinguish different shades of green the best.*



Inna Kharlamova / Galina Popova

RED

Red is a symbol of perseverance, strength, energy, victory, passion, fire, and love.
It helps you get a burst of energy, to feel vigor and happiness, and also gives strength to defend your point of view. Red is suitable for all color types, but its excessive use can emphasize when you are fatigued, and it will give you a sickly look. It is recommended to use in moderation.

> *If you look at the red color before passing an IQ test, its level will seem lower. Significantly lower.*

Inna Kharlamova / Galina Popova

BROWN

Brown color stands for stability and wisdom. To date, dark brown is one of the most sought after colors in the eyelash extensions, after black. For all its diversity, it is predominantly positive and soothing. Depending on your vision, combined with other colors, it can have either a contrasting or a calming effect.

Inna Kharlamova / Galina Popova

ORANGE AND YELLOW

Yellow and orange colors are for fun, creative, and optimistic people. Orange is associated with excitement and success. It symbolizes career growth, business success, and it also radiates warmth and energy. Using this color has a beneficial effect on the brain, as it stimulates activity, creativity, and helps to cheer up. When working with extensions of yellow colors, it's important to properly select the shade and use colored extensions in moderation.

Yellow color is associated with knowledge, wisdom, intelligence, fertility, and maturity. This color instills optimism and warmth. It has a positive effect on memory, creative activities, it helps the thinking process, improves one's mood, but with excessive use it can cause irritation.

Inna Kharlamova / Galina Popova

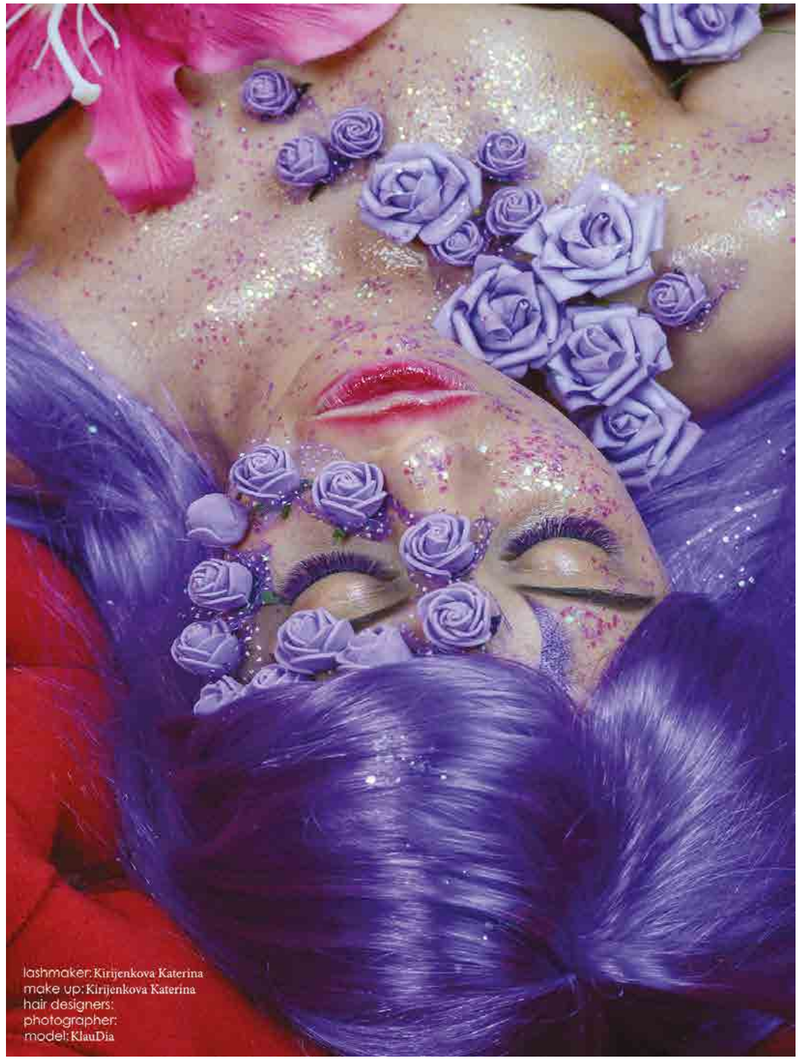
BLUE

Blue is a cold color, and it has a calming effect on the human body. Blue is for honest, open and well-balanced people. It's a color of equilibrium and control. The person who prefers blue is certain of him/herself, though s/he could be a little boring. It is a color of work and business. It best fist girls of cold color types, as it freshens up their look.

> *Of all the colors in the world, blue is the most favorite color. 40% of all the people from 17 biggest countries consider it their favorite.*

VIOLET

Violet color looks mysterious and magic. It is associated with wealth, luxury, and royalty. If its use is excessive, it can cause a feeling of depression. This color is preferred by complex and creative people, who love anything unusual.



BLACK

Black is a timeless classic color, it's a standard of elegance and confidence. Black color creates a certain protective barrier, because it absorbs all the energy directed towards a person.

WHITE

White is a color of successful people. White color is limitless and pure. It possesses enormous strength, and it is able to instruct and encourage people to act. There are many qualities in this color: kindness, justice, openness, and sincerity. Eyelashes of ombre color (black with white ends) is the best option for the clients.

CONTRAINDICATIONS TO USING COLORED EYELASHES

✶Bright colors are not suitable for those girls and women, whose work assumes a strict dress code.

✶Women over 40-50 years of age should be mindful when using colored eyelashes. They can emphasize wrinkles and even make you look vulgar.

✶You need to be very careful working with red color. Its excessive use can create the effect of "sickly/tired eyes." Especially if you can clearly see blood vessels inside the eyes, or if there is redness on the face (Couperosis, acne, rosacea, etc.)!

✶Mixing bright colors is best into black or brown, but you need to be careful with light colors (white, light blue, blue, light green, light pink, light purple, etc.). Any significant segment of light color placed on dark lashes can give a "bold spot" appearance.

✶You should not use brown colors if the client's face has pigmentation, "dark circles" under the eyes (clinical term "periorbital hyperpigmentation"), or fine skin in that zone.

✶Warm shades of brown eyelashes will not look harmonious against a permanent eye make up done in cold colors.

✶It is not recommended to use large volumes and colorful extensions on clients / models with thinning eyelashes and eyebrows.

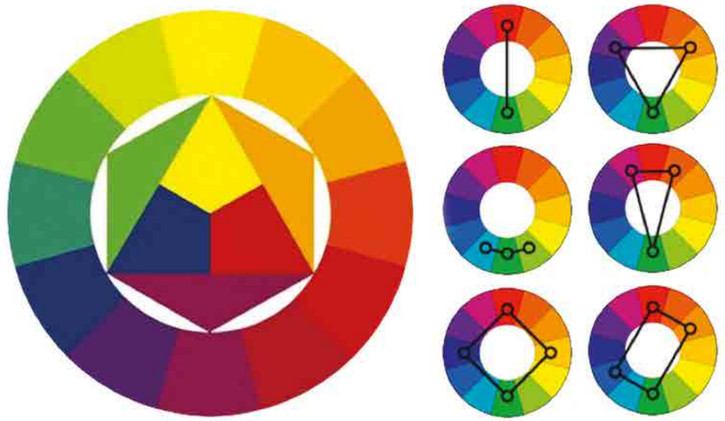
WORKING WITH THE COLOR CIRCLE

"The more daring an artist, the more colorful life is."
V. Shashmanov

Bright colors can be used in salon eyelash extensions, for example, when mixing black and brown colored segments or when working with colors in rows. And, of course, colored eyelashes are used to create beautiful images for magazines, online contests and championships in the categories of LashDesign and Creation of a Completed Image. The more colors are used, the more difficult, interesting and better-off the result! However, working with extensions, colors must be combined with each other with as much harmony as possible.

In the early 1920s, Swiss painter Johannes Itten created his own original color wheel (colored ball, circle or a star), in which the three main colors, the so-called primary colors (red, blue, and yellow), were placed on an equilateral triangle. If the two primary colors are mixed with each other, the secondary (composite) colors are: green (yellow + blue), orange (red + yellow), purple (blue + red). But if you mix the primary and secondary colors equally, you get tertiary colors. By combining all these colors together, we get a 12-sector color wheel.

There are several classic color combinations that can be identified using the color wheel.



HERE ARE THE MOST COMMON:

Complementary. A combination of colors in a circle that are opposite one another. That is, if you take a pair of yellow-violet or blue-orange, or green-red, they will look good together because they are located on opposite sectors of the circle. This combination gives a great contrast and colors will only reinforce each other.

Classical triad. Based on a principle of an equilateral triangle. If you draw a triangle in a circle, the colors located at the vertices will work together perfectly. One color should be used as the dominant one, and the other two should be complementary.

Analog triad. A combination of three adjacent color shades (located next to each other). In fact, you can choose from 2 to 5 colors, these colors are called related, and they are most often found in nature, and they always look harmoniously together as they complement each other.

Contrast triad. It is one in which instead of the opposite color, you use adjacent colors. You combine one main color and two secondary colors. This color scheme looks nearly just as contrasting, but not irritatingly so (not annoying).

Square combination. A combination of colors located at 90 degrees to each other. For clarity, one can draw a square in a circle and take the colors located at its vertices. One of the four colors is dominant, and the others are secondary.

Rectangular combination. The scheme consists of a combination of four colors, where two vertices must lie in the sectors opposite each other (contrasting colors). To balance the colors in this combination, one of them needs to be primary, while the rest are secondary.

> *Fear of color is called chromophobia. This disease can cause dizziness, nausea, difficulty breathing, anxiety and even panic attacks.*

> *There is no cold halftone in the orange color as it is the only absolutely warm color.*

COLORS HAVE THREE CHARACTERISTICS:

1. Warm or Cold

The color circle consists of six warm and six cold colors.

It is accepted that the colors with mostly red and yellow in them are considered warm (orange, red, yellow, red-orange, yellow-orange, red-violet). While those colors with mostly blue in them are considered cold (blue, violet, green, yellow-green, blue-green, blue-violet).

It must be noted that the colors constantly flow into each other, and the dominant color usually defines the overall color and tone, while the other color that is a part of the shade defines the halftone. And it is those halftones that define the color inside the overall tone.

Pure colors: black and white are considered achromatic (they do not have a color tone and they differ only in lightness / brightness). They are also considered neutral, where the brightest is white, and the darkest is black. These colors are in good harmony with any color of the color wheel.

2. Bright or Soft

Bright color is one without the addition of gray, while soft color, on the contrary, includes gray.

3. Bright or Saturated

Saturated color (dark) is a color with added black. Light color is the one with added white.

TEST: Compare these three shades of blue

lashmaker: Charlotte Deloch
make up:
hair designers:
photographer: Marie-Lyne Brusqua-Pasque
model: Charline

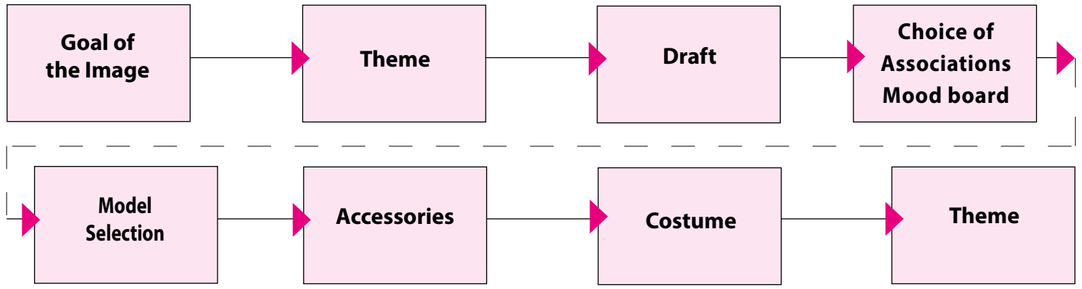
lashmaker: Evgenia Faber
make up: Laura Schilz
hair designers:
photographer: Laura Schilz
model: Abegil Ansu-Gyeabour

PART 3. RULES FOR CREATING AN IMAGE FOR PHOTO / VIDEO shoots

STAGES OF CREATING AN IMAGE: FROM IDEA TO ITS REALIZATION

"No one knows how strong he is,
until he needs to use his strength."
J.Goethe

THE STAGES OF CREATING AN IMAGE ARE AS FOLLOWS:



Based on the goal, creating an image can be divided into 4 categories:

1. For a glossy magazine
2. For an online championship
3. For a Competition
4. Creation of a salon image (for a client)

Each contest has its own theme, requirements, evaluation criteria and terms of participation.

Glossy Magazine. For magazines, you must create images that meet all the requirements of the printed publications: 5-10 photographs (4-5 large close up of the eyes, 2-3 portraits, 2-3 full-size photographs). It is required to produce a high-quality photo with a retouch, executed in a studio

or outside, if it fits with the theme (format tiff, psd, etc.). You need to complete high quality lash extensions with a professional make-up, hairstyle, costume, dress, body art, etc. The image can be subdued, with a small amount of decor or none at all (unlike the competition submittals), but it should be interesting and express an idea, a vision *(see page71, 72, 73)*.

Online championship. Applications need to include high quality photos with photo-retouching (close up of the eyes, portrait photos, full image). Also, you need to provide a video of the process of image creation (backstage footage) or a presentation of the image. Evaluation criteria are provided by the organizers *(see page 74, 75, 76)*.

Championship. Participation in a championship implies creation of a complete image within the framework of the championship, which is evaluated according to the criteria of the judges and organizers. The points are summed up and displayed in a table, where their maximum number of points leads to a win. What is evaluated: quality of the eyelash extensions (upper and lower), cleanliness, color, tiers, decor, its complexity and originality, face-art, body-art, hairstyle / headgear, costume, accessories, etc. Each stage in creating the image is very important, and any incomplete step will affect the final result. Participation in a championship includes presentation of the image in the form of a defile, staged performance, dance, etc.

Which one is the best to choose?

Here are some tips to help you make your choice:

- Choose championships, where the terms and conditions of participation (regulations) are clearly stated;
- Professional judges (experienced judges competent in presented nominations; experienced instructors with an established track record of teaching; former participants that placed in previous championships);
- Venue;
- Number of declared nominations, categories;
- prize fund;
- Scope of the event;
- Feedback from former participants (if this is a recurring event)

We hope these recommendations can help you make the right choice.

Creation of salon image (for a client)

Lash-industry professionals can help clients wishing to stand out in everyday life, to give their look a breath of fresh air, to plunge into the world of new sensations, emotions, bright colors and

beauty. Lashmakers, like true magicians, using creative modeling, with the addition of bright colors and eyelash decorations, are able to emphasize individuality of each client, even in everyday extensions.

The image's **theme and idea** are the main components. There is a close, meaningful connection between them, through which the image is perceived as a holistic unity of form and content.

A theme is a motive that allows you to realize your creative idea/vision within a specific task.

An idea is the main, foundational idea, it is a concept that defines the content of the image.

The theme is given by the organizers of the competition (championship) and in most cases, it has an extensive spectrum in the creation of images:

For example: Disney's Heroes

"Fashion History"

"Mythical characters"

“Brands”

"Cabaret"

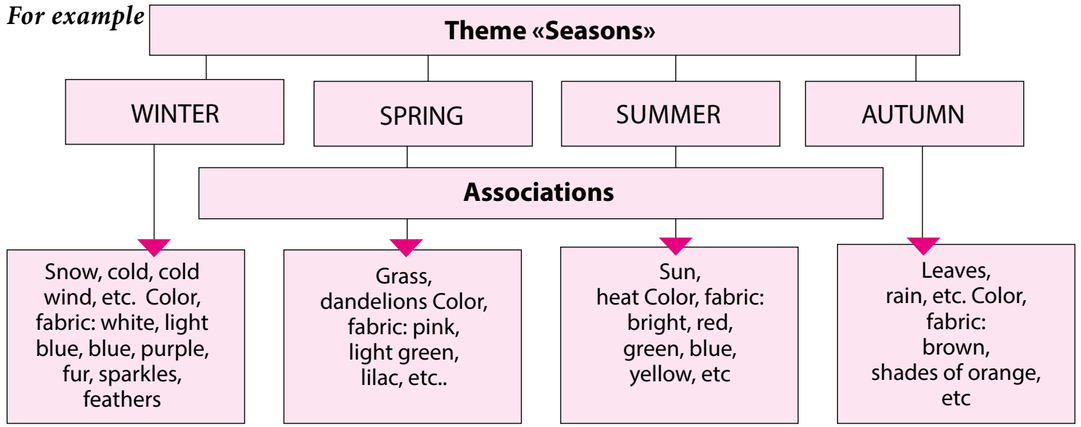
"Circus" and others

It is very important that the image is original, recognizable and that it corresponds to the given theme.

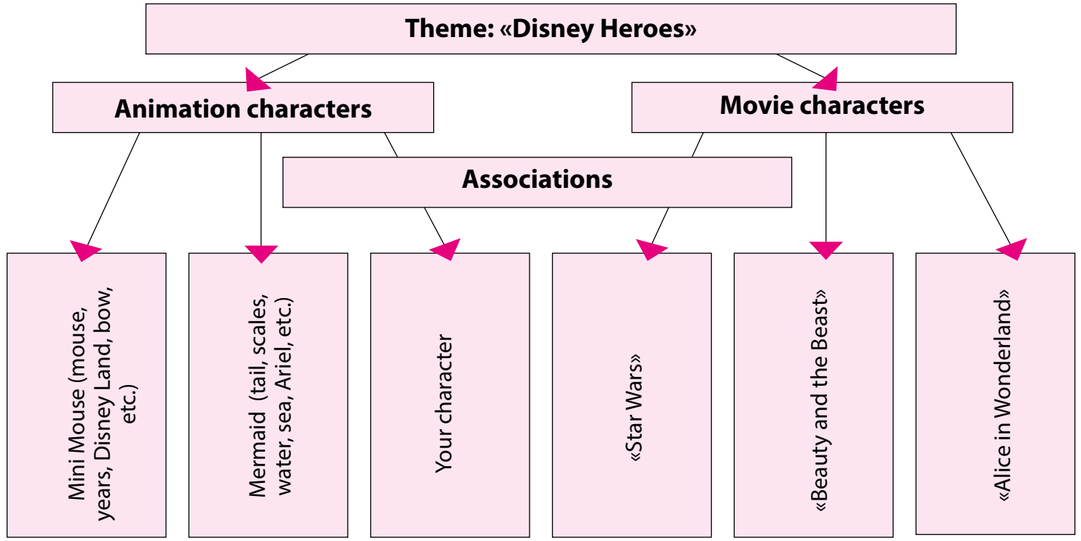
The logical chain in the creation of the image depends on the theme, and created associations will help to reveal, in detail, that character, and to start the actual process of creation that character (selection of color scheme, texture of the fabric, etc.).

Associations (from Latin “associatio”: union, interconnection) in philosophy and psychology are emerging connections between individual events, facts, objects, and influences reflected in the consciousness of a person and that are fixed into his memory *(see page 80).*

For example



(См. стр. 62)



(see page 63)

lashmaker: Inna Kharlamova
make up: Valery Star
hair designers: Anna Melya
photographer: Stanislav Istratov
model: Alena Svchenko
stilist: LAGANZA

lashmaker: Popova Galina
make up: Azimova Viktoria
hair designers: Azimova Viktoria
photographer: Novakovskaya Dasha
model: Dolhopolova Elvira

Mood board is a collage consisting of images, text and samples of objects in a composition. It is based on a given theme or could be chosen randomly *(see page 80)*.

Knowing the topic and selecting appropriate associations/mood board, you can sketch out the future image on paper.

Sketch is a quickly done drawing, which is not intended as a final work, and it consists of many criss-crossing lines. Work on sketches consists of a number of successive stages, which result in "the birth of a vision".

Preliminary sketches are a stage of information accumulation, analysis of the collected material, which will contribute to a creative revelation of the theme. Sketches can be help define the silhouette, proportions, forms, shoes, etc. Skatches can be done using different techniques: in a simple pencil, colored pencils, paints (watercolor, gouache, etc.).

Working on the image, it should be remembered that the details of the costume (headpiece, accessories, shoes) should be light and comfortable, so that the model could easily take them apart and feel comfortable. The purpose of the image determines complexity and design of the costume. If the competition requires body art or face art in the evaluation sheet, then they absolutely must be performed, otherwise the points will be taken away or reduced to zero. Based on your vision, body art can be either a supplement to the costume or be a costume itself.

Body art is one of the forms of avant-garde art, where the human body is the main object of creativity, and the content is revealed using non-verbal cues: poses, gestures, facial expressions, placing symbols on the body, or "decorations" *(see page 81,82,83)*.

Face-art is a painting or drawing on a person's face using cosmetic and decorative elements (sparkles, eyelash extensions, rhinestones), which are works of art, and it is done at festive carnivals, theme parties, various celebrations, etc *(see page 84,85,86)*.

An image for photo/video shoots and an image for the championship differ in terms of the execution time allowed. So on the set, there could be several people from the team (hairdresser, make-up artist, etc); and the lashmaker determines the length of the shoot (from 1 to 3 hours), and at the championship, all the work has to be done by the lashmaker and the time is pre-set by the organizers (from 60 to 90 minutes). After the final signal, the lashmaker cannot continue working; otherwise, penalty points may be awarded, up to and including disqualification of the participant.

Model is a person professionally posing for photos or demonstrating a finished product of the lashmaker.

Choosing a model plays a very important role in creating images. Not only her ideal looks are important (tall, plump lips, long hair, expressive eyes, etc.), but also her artistic qualities, charisma and individuality.

Choosing a model for photography is one of the most critical and complex processes.

Parameters of model selection are individual in each project. Models could be: tall or short, thin or full bodied, with long or short hair. An individuality, creative approach to their job, ability to work in front of the camera and be in beautiful, graceful poses are all very important for the model. It's much easier for a model to express an idea using a piece of decor or accessory. Before filming starts, try to explain to her in detail your ideas about the image, emotions, and energy that you want her to express to the audience through the frame. It is the easiest and best to work with professional models from model agencies. They are harmoniously built, have beautiful face features, they can skillfully express their emotions, use the best poses, and move gracefully.

It is recommended to discuss your idea with your photographer in advance, size and format of the photos (close up of the eyes, a portrait, full height, ¾; side or from the back, etc.), to explain the concept, and choose a location. In most cases, after resolving organizational questions, the photographer asks for some photographs to better understand how you envision a future "look book". Shooting location always plays a very important role! It is indeed the surroundings and their atmosphere that help to reveal the image and to give it depth and meaning. In fashion-shoots, it is necessary to use your creative potential to the maximum *(see page 87,88)*.

Participating in shoots and championships, there are also nuances of working with male models. Men have a significantly different facial skin and skull structure from women (angular jaw, nose, facial hair, shape and width of eyebrows), therefore, used cosmetic products should be different. You need to consider the details of make-up and shooting format (regular daily make-up, creative, or thematic). Working with male images, it is recommended to emphasize straight facial lines, and not to emphasize the roundness of their faces. The male image must always look courageous and strong-willed. In championships, a normal and natural appearance is highly scored in men's nominations. The following needs to be excluded: mega volumes, great curves, big lengths and clearly stated effects of "fox", "doll", etc.

Costume is clothing that reflects social, national, or regional identity of a person. A harmoniously selected ensemble, which consists of a system of elements, is intended not only to protect a human body from the external environment, but also to emphasize the individuality of the intended image. A good costume expresses an image, an idea, and its meaning. The costume includes everything that a person is wearing: a dress, shoes, accessories (headdress, belt, etc.), as well as hair, makeup and jewelry. Only in the case when all the elements of clothing are worn and selected in accordance with the rules of composition, can we speak of a costume as a harmonious ensemble *(see page 89)*.

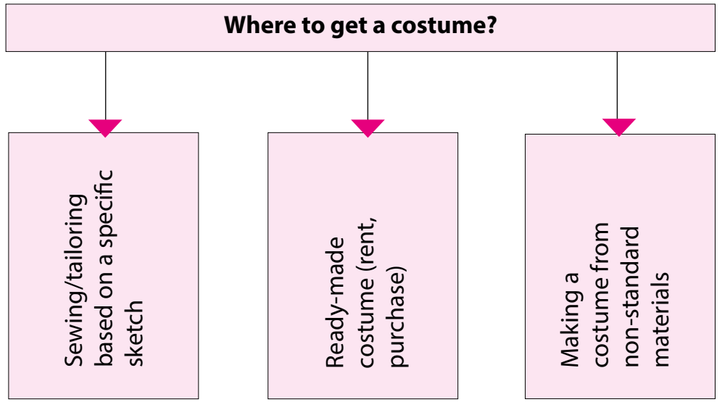
While developing the image, it is necessary to perform 2-3 fittings of the entire costume with the model. It is important to establish a proper sequence of putting on all the cumbersome details of the costume.

(For example, if a piece of clothing is worn over the head and the headpiece is of a large size, then first, one needs to put on all the elements over the head, and only then the headpiece).

> ***"Nightingale of Kuala Lumpur" is the most expensive dress in the world, it was created by Malaysian designer Faiyzali Abdullah, and its cost reaches $ 30 million.***

During the fitting, all the nuances need to be taken into account (comfortable shoes, static headpiece, clothing size, parameters of the model, etc.). It is important that the image as a whole is harmonious in color, texture of the fabric, accessories, etc.

Designing the image requires creation / tailoring of the costume, which depending on the rules of the competition, can be done up to the waistline or full length.



There are several ways to design a costume: ready-made costume, *(see page 90)* tailoring a costume according to an individual sketch, *(see page 91)* making a costume from non-standard materials (paper, cardboard, wire, plastic, etc.) *(see page 92)*. Shoes are also a part of the costume complimenting the overall image. If the development of the image is supposed go to the waist line, the selection of shoes is not necessary. There are static images that do not require movement, and in this case the "shoes" can be: mermaid's tale, animals' hooves, stilts, etc. In general, a selection of shoes depends on the image being developed: shoes, ballet flats, ankle boots, sneakers, jack boots, etc.

> ***The most expensive shoes in the world are Passion Diamond Shoes, which cost 17 million dollars. They are made of real gold and decorated with a 15-carat diamond.***

> *According to the Guinness Book of Records, the most expensive female handbag costs 3.8 million dollars! An exclusive bag is called "1001 nights", it was created by the Mouawad jewelry house. The accessory is made in the shape of a heart of pure gold and decorated with precious stones (4517 pieces with a total weight of 381.92 carats).*

At the championships, one of the requirements is the inclusion of an accessory. Do not be confused: gloves, beads, earrings, bracelet, and glasses are a part of clothing accessories, not an image accessory!

Accessory in creating an image is an object that emphasizes and complements the image. In theater and art circles, it is called stage prop.

Accessory/stage prop (from Lat. Requisitum - "required", "necessary") is a set of objects that are necessary for photography or theater/cinema performances. Any detail that plays a secondary role is considered a stage prop/accessory, when it is used to create the background, as well as to complement the stage costume and make the character more recognizable. The props include various accessories: a bow for shooting, a magic wand, a trident, an umbrella, a cane, a bouquet, maracas, a fan, a scythe, a broom, a staff, etc *(see page 94,95).*

RECOMMENDATIONS FOR COMBINING INDIVIDUAL COLORS TO CREATE COSTUMES:

- White: combines well with everything. Optimally, with blue, red and black.
- Beige: with blue, brown, emerald, black, red, white.
- Gray: with a fuchsia (dark pink), red, purple, pink, blue color.
- Pink: with brown, white, mint green, olive green, turquoise, pale blue.
- Fuchsia: with gray, yellow-brown, lime color, mint green, brown.
- Red: with yellow, white, brown, green, blue and black.
- Tomato red: blue, mint green, sandy, cream, gray.
- Cherry red: azure, gray, light orange, sandy, pale yellow, beige.
- Raspberry red: white, black, damask rose.
- Brown: bright blue, cream, pink, fawn, green, beige.
- Light brown: pale yellow, cream, blue, green, magenta, red.

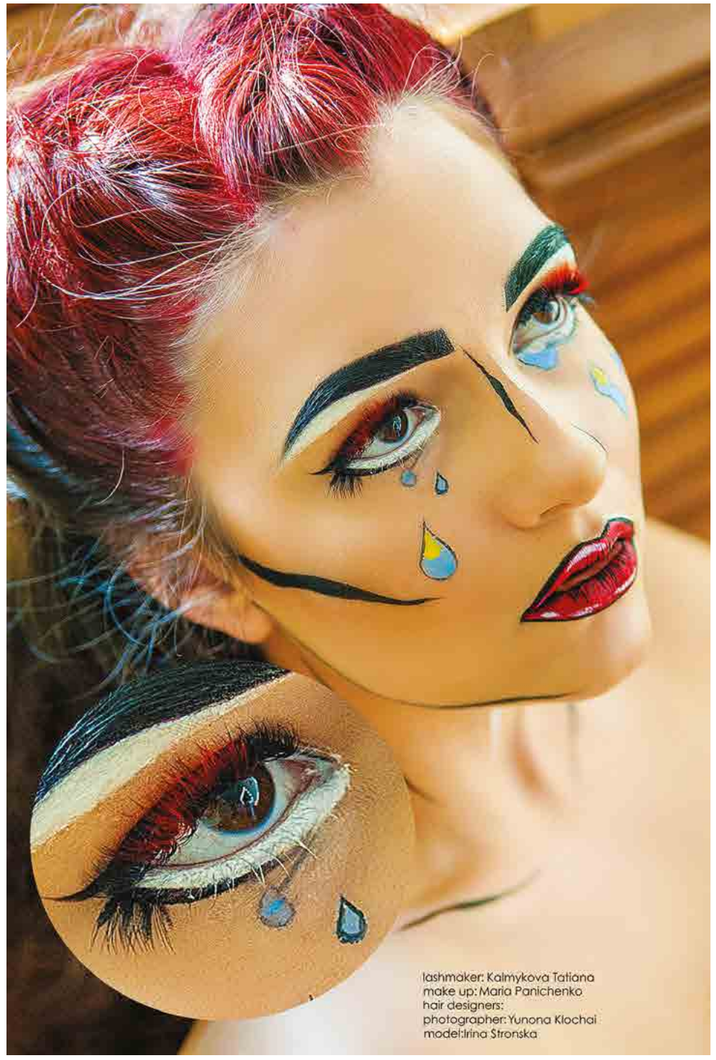
- Dark brown: lemon yellow, cyan, mint green, purple pink, lime color.
- Reddish brown: pink, dark brown, blue, green, purple.
- Orange: light blue, blue, purple, violet, white, black.
- Light orange: gray, brown, olive.
- Dark orange: pale yellow, olive, brown, cherry.
- Yellow: blue, mauve, light blue, purple, gray, black.
- Lemon yellow: cherry red, brown, blue, gray.
- Pale yellow: fuchsia, gray, brown, shades of red, yellowish brown, blue, purple.
- Golden yellow: gray, brown, azure, red, black.
- Olive: orange, light brown, brown.
- Green: golden brown, orange, salad green, yellow, brown, gray, cream, black, creamy white.
- Salad green: brown, yellowish brown, gray, dark blue, red, gray.
- Turquoise: fuchsia, cherry red, yellow, brown, cream, dark purple.
- Electric color beautiful in combination with golden yellow, brown, light brown, gray or silver.
- Blue: red, gray, brown, orange, pink, white, yellow.
- Dark blue: light mauve, blue, yellowish green, brown, gray, pale yellow, orange, green, red, white.
- Lilac: orange, pink, dark purple, olive, gray, yellow, white.
- Dark purple: golden brown, pale yellow, gray, turquoise, mint green, light orange.
- Black color is universal, elegant, looks great in any combination, best of all with orange, pink, salad, white, red, lilac or yellow.

Source: http://www.adme.ru/tvorchestvo-dizajn/krutaya-shpargalka-po-sochetaniyu-cvetov-1169610/?image=6158810 © AdMe.ru

Exercise:
Choose associations, color scheme and fabric textures for a theme "Professions"

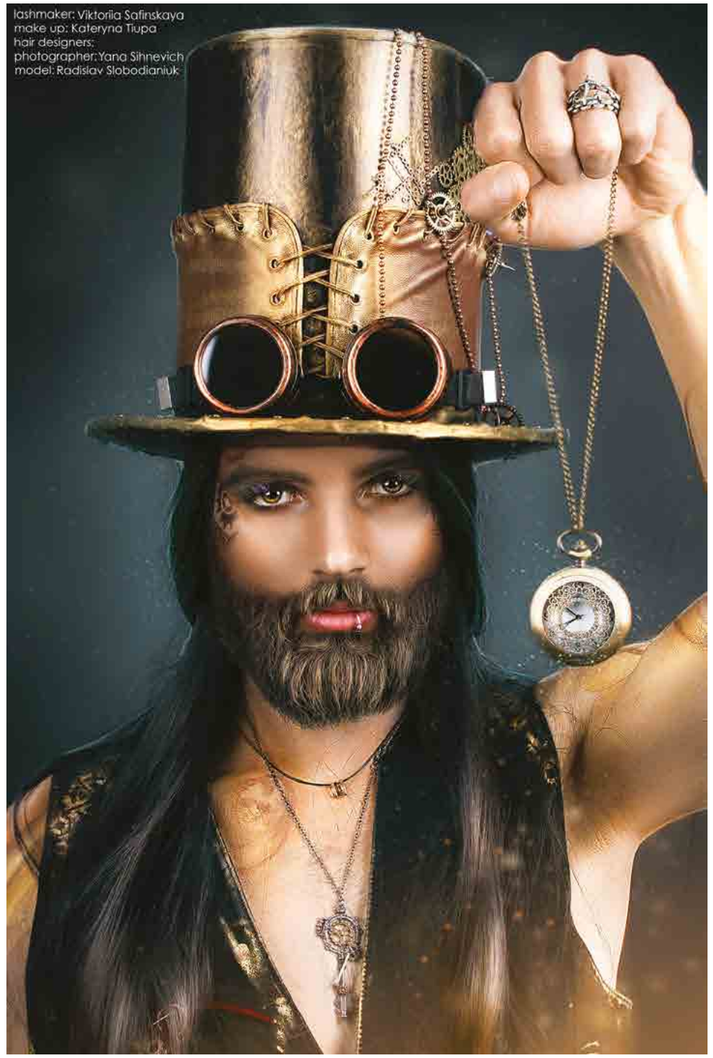
EXPENSES FOR IMAGE CREATION AT SHOOTS/ CHAMPIONSHIPS

	Costume		Lash Extensions, material cost	Studio Rent		Shoot		Model		Make-up		Hair		Participation Fee
	Taloring	Rent		Dressing room	Studio	Photo	Video	Your own	Agency	Make up	Body-Art	Hair	Wig	
Image Shoot	from $100	from $50	1 pallette ≈ $14 2 pallette ≈ $28 3 pallette ≈ $42	≈ $2 /1h	≈ $15 /1h	≈ $200	≈ $200	Based on agreed price	from $40	≈ $100	≈ $250	$50-100	from $30	from $50
Time	(1–2 fitting) ≈ 1 hour		3–5 hours	1–2 hours				≈ 12 hours	≈ 12 hours	1-2 hours		1-2 hours	–	–


lashmaker: Kalmykova Tatiana
make up: Maria Panichenko
hair designers:
photographer: Yunona Klochai
model:Irina Stronska

lashmaker: Olga Teplova
make up: Kateryna Chuprynska
hair designers:
photographer:
model: Kateryna Chuprynska

lashmaker: Alina Morunova
make up: Rahmanova Yulia
hair designers:
photographer: Artem Suchilin
model: Rahmanova Yulia


lashmaker: Viktoriia Safinskaya
make up: Kateryna Tiupa
hair designers:
photographer: Yana Sihnevich
model: Radislav Slobodianiuk

aker: Justyna Wieczorek
ke up: Justyna Wieczorek
designers: Justyna Wieczorek
otographer:
odel: Gabriela Rokosz

lashmaker: Bondarchuk Lydia
make up: Bondarchuk Lydia
hair designers:
photographer: Andibur Alexandra
model: Logvinenko Tanya

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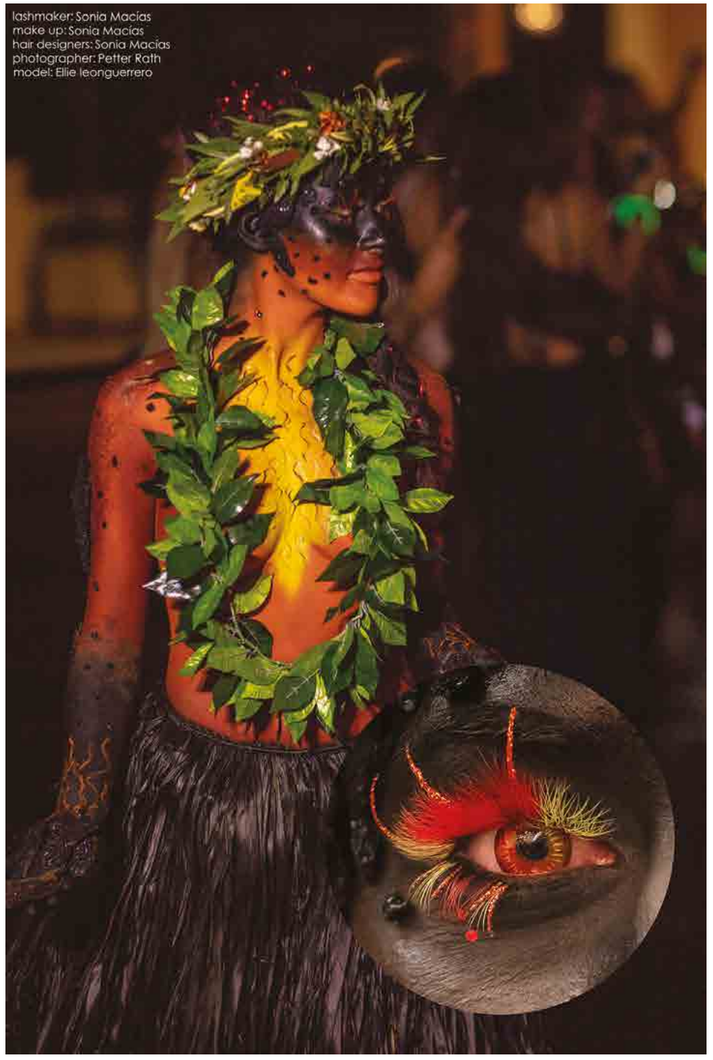

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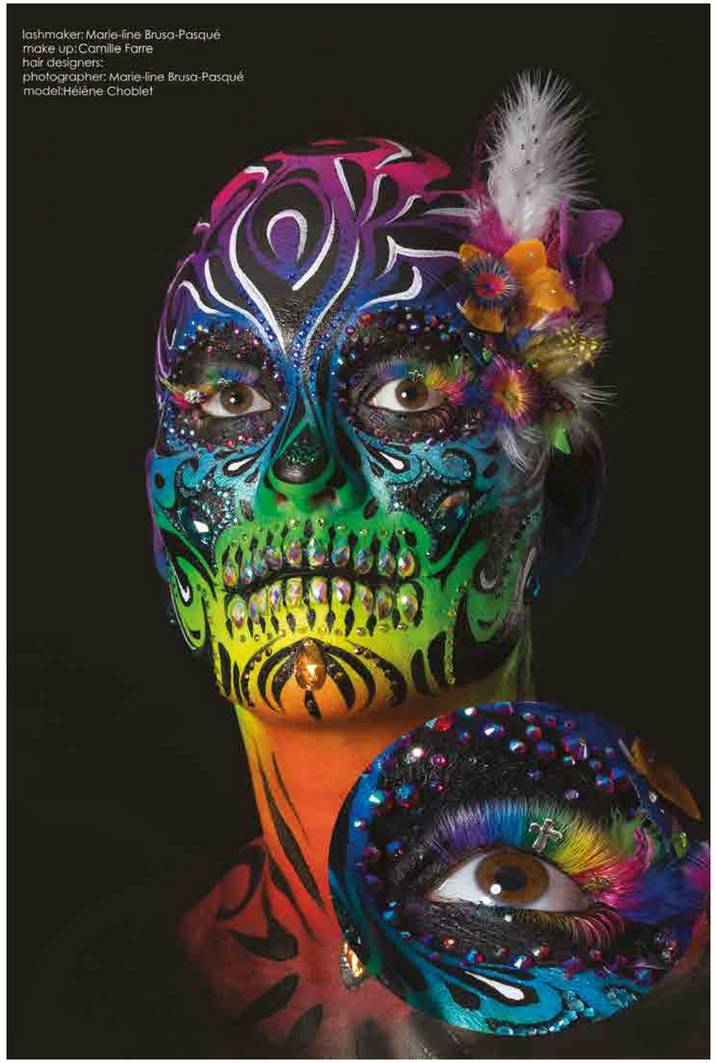

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lashmaker: Larisa Volkova
body-art: Oleksander Vasilyev
hair designers:
photographer: Yaremchuk Kateryna
model: Volkov Oleksander
Chaban V.

lashmaker:Kristina Dovbijenko
make up:Luareana Hanley
hair designers:Luareana Hanley
photographer:Sergejs Pikurs
model:Rachel Kelliy

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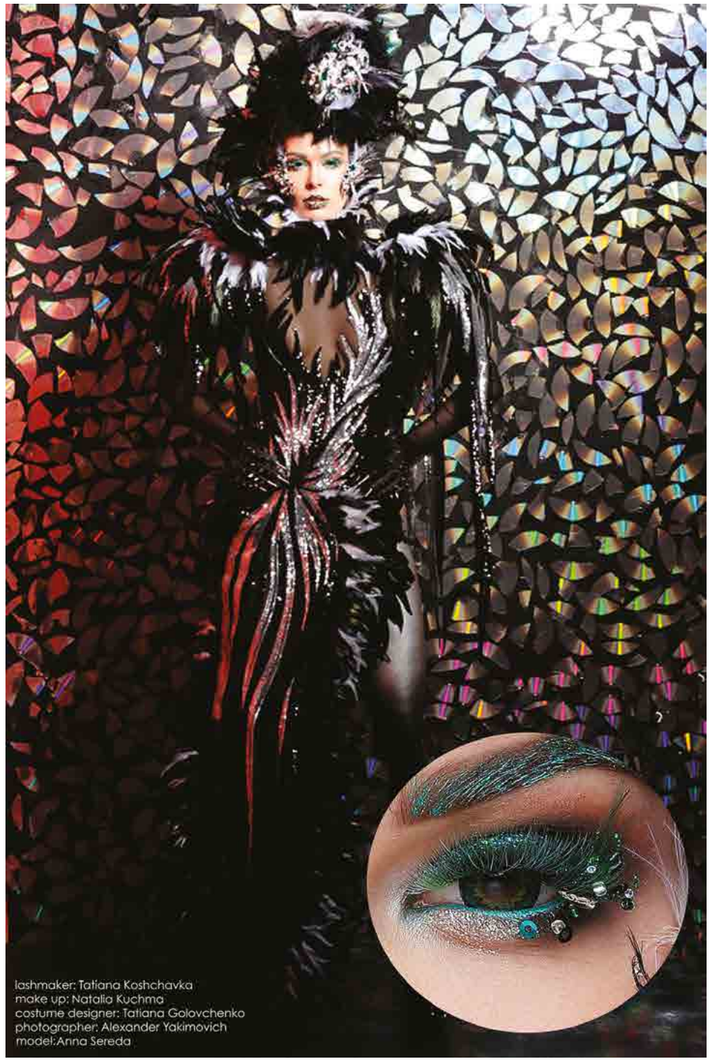
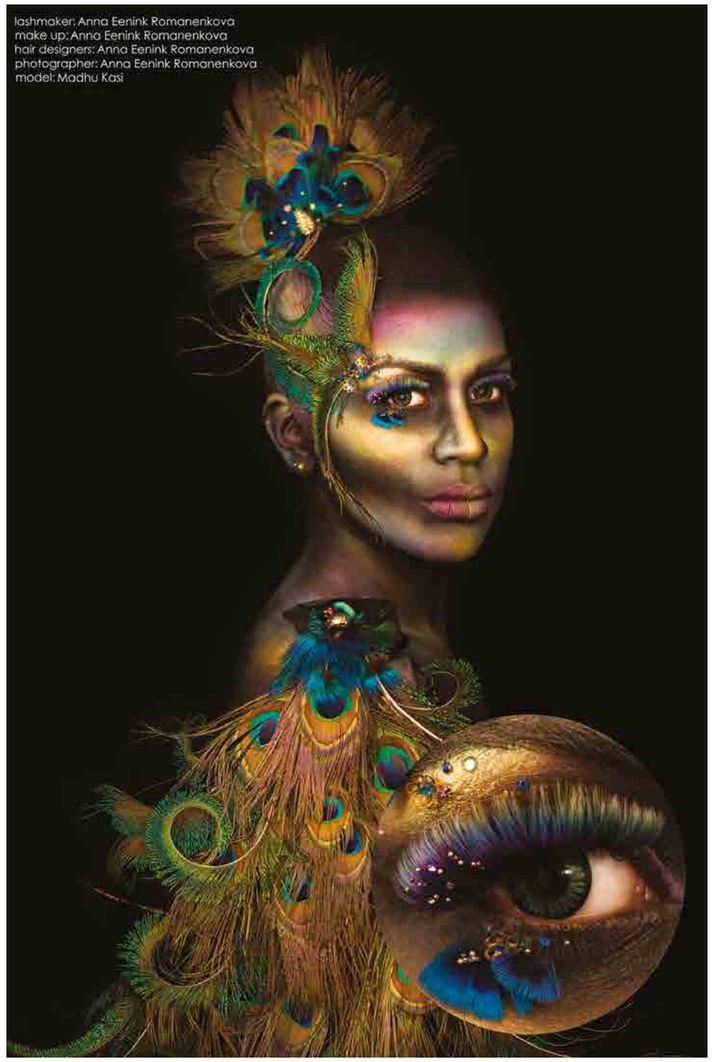
lashmaker: Lyubov Simunina
make up: Valery Star
hair designers: Antonio Gagliardi
photographer: Alina Shost
model: Maria Giovanna di Nuzzo
costumes: VSD COUTURE
lashmaker: Natalia Rogozhina
make up: Valery Star
hair designers: Antonio Gagliardi
photographer: Alina Shost
model: GiovannaMigliore
costumes: VSD COUTURE

lashmaker: Chmil Yuliia
make up: Reshetnikova Victoria
hair designers: Malyarenko Natalia
photographer: Lukashevich Elvira
model: Chalenko Yuliia



lashmaker: Tatiana Koshchavka
make up: Natalia Kuchma
costume designer: Tatiana Golovchenko
photographer: Alexander Yakimovich
model: Anna Sereda



lashmaker: Anna Eenink Romanenkova
make up: Anna Eenink Romanenkova
hair designers: Anna Eenink Romanenkova
photographer: Anna Eenink Romanenkova
model: Madhu Kasi

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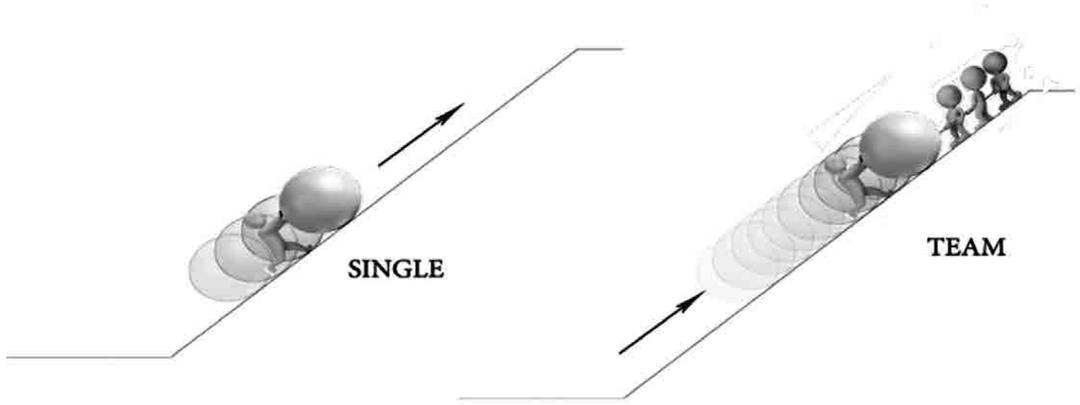
TEAMWORK IS THE KEY TO A SUCCESSFUL PROJECT



A team is a small group of people engaged in a specific task. A team must consist of at least three people, which is the minimum number for a team (for example, a lashmaker, make-up artist, and hairdresser). However, teams consisting of 5–9 people can be more effective (adding a make-up artist, photographer, cameraman, etc.). Of course, team members are personally interested in the success of the entire project. As a rule, one person cannot perform all the necessary functions on their own. Teams are formed around specific roles that its team members will fulfill, and the right choice of roles/people is unique to each situation and it must be approached with special attention.

Team members must be open and honest with each other, ready to deal with emerging difficulties and inner team conflicts, due to differences in their opinions.

Each "chain link" must fulfill its specific function perfectly, otherwise a poorly executed work of one person will affect the overall result. And in the end, the efforts of the entire team, the time spent, and the resources will be wasted. It is important to choose well established professionals in their respective fields, so they could complement your idea with their skills, and to ensure the result would exceed all expectations.

DECORATION OF EYELASHES, OR NON-STANDARD APPROACH TO CREATING DECOR

Strive for excellence in everything you do!
Take the best of what exists and do even better.
If the best does not exist, make it!
Frederick Henry Royce

Learn to notice art in simple things and mentally project it into decorative elements. Creating an image, try to deviate from the usual standards in the use of sequins, rhinestones and feathers. Thinking outside the box and differently from others is the highest level in creating images.

The decor is divided into 2 types:

- eyelash decor;
- face decor (eyebrows, temples, cheekbones, hair, forehead, nose, ears, etc.)

All the elements are prepared in advance and in larger quantities than the vision suggests.

Glitter-eyelashes (with sparkles), the use two-sided colored paper for watercolor, sequins, feathers, fur, beads, bouillons, felt, dried flowers, rhinestones, confetti and their designs are considered regular, ordinary eyelash décor. Eyelash décor is something that is placed directly on the eyelashes or on the face, but it is an integral part of the eyelash design. Decor not associated with eyelashes, is considered a face decor or face-art.

Make sure all the elements are light and glued on using special adhesives for eyelash extensions, and glue-resin for artificial lashes and fan eyelashes, etc. During decoration, use of superglue and other household adhesives is strictly prohibited. This can injure and do damage to model's health. It should be remembered that use of heavy elements on the eyelashes (beads, bouillons, etc.) can make eyelashes heavier, as a result of which they can twist, sag, or deform.

Face décor needs to be made of removable, larger structures. There are many ways to create a complex decor: take apart one object into several details, decorate them, paint and join together in a different sequence.

For example: walnut and its shell, fruit, membranes from a nut shell; pieces of different plants; shells of different diameters; metal clips, buttons, metal rings; frame structure made of thick eyelash diameter of 0.2; or 0.15 *(see page 99)*.

Elements created from acrylic, or gel by the professionals in the nail industry also allow you to create non-standard details for the images.

With each new image, you gain more experience, experimentation, and more creativity. Sometimes, lashmaker works with make-up artists, who with the help of make-up can change a natural shape of the face (lengthen the nose, enlarge the ears, change the natural hair growth, etc.). It is worth remembering that large decorative elements are glued with special make-up glue; or glue for lamination, since glue-resin is not be able to hold bulk and large details *(see page 100,101)*.

One of the difficult goals to achieve is symmetry, when all parts are glued symmetrically one side to the other. It is easier to work with an image where the right and left sides are different in decor / color, but the vision is the same and the image is complete. It is very important that the image is harmonious and each detail (color scheme) complement each other. It is not recommended to use a lot of different texture fabrics and elements in one image (for example, fur, mesh, lace, feathers, metal details, flowers; bright and rich colors such as red, green, blue, and purple). If there is no harmony, then each element will exist by itself, and not as a part of a complete image.

EXERCISE: find 2-3 objects that can be disassembled into elements, decorate them, connect with each other in a different sequence and use for face decoration

NEW IDEA IN BROW ART-DESIGN

Life has been so amazing lately
that the brows are hidden under the bangs ...
Lyudmila Shcherblyuk

> ***During the Renaissance, it was fashionable to shave one's eyebrows completely.***

Do not rush to throw away old, long-unused materials. Separated eyelashes that are long or are of large diameters of 0.25, 0.2, 0.15 are the ideal material for frame systems and removable elements in decorating eyelashes and creating images.

One of the options for the use of such material is a removable eyebrow technique, which is very similar to the natural brow. Eyebrow is an integral part of the look. Like the eyes, eyebrows can express emotions of surprise, anger, fear, etc. The shape, width and curvature of the eyebrow can determine the character and person's mood.

In the development and creation of images, natural eyebrow is not always in the form of the intended character. Sometimes, it needs to be lengthened, moved or retouched altogether. When modeling the eyebrows, brow professionals use correctors, liners and various shadow techniques or removable elements that mimic the eyebrow. Their creativity knows no limits! Creative eyebrows are made of paper, lace, dried flowers, fabric, metal elements, etc. One of the most complex technological processes is to "move" the eyebrow in a way that the natural eyebrow is not visible. In order to visually remove the eyebrow, natural hairs are masked with special professional make-up waxes, latex glue or covered with soap.

But how to create an eyebrow as close to natural as possible? Artificial hairs are glued onto a special fabric (gas-sieve) in a staggered manner, with a minimal curl "C", "B".

> ***In the 18th century, in France, it was incredibly fashionable to wear artificial eyebrows made of mouse fur.***

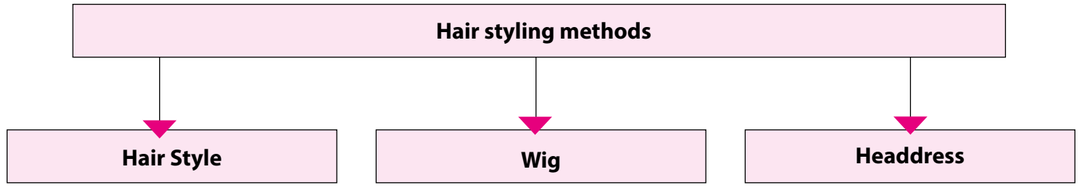
"Gas-sieve" is a fabric that professionals use for making beards, mustaches, eyebrows for theater and cinema.

When gluing elements to the skin using Spirit Gum glue, the fabric itself becomes almost invisible, which an illusion of hair growth. Thanks to this technique, eyebrows can be made of any thickness and volume.

Exercise: Make an artificial eyebrow from scrap materials (for example: lace, paper clips, colored paper, thread, etc.).

HEADDRESS IN THE LASH-INDUSTRY, OR HAIR STYLING

Hairstyle affects your whole day,
and in the end - your whole life.
Sophia Loren



A hairstyle is a form that is given to one's hair by clipping or styling it (bouffant; curling hair; styling hair into braids, tails, bunches, etc.). More spectacular looking voluminous hairstyles are those with dummy rollers, colored strands of hair, or bouffant with large curls. In most cases, the lash makers work with hairdressers, but, unfortunately, not always the hair color of the model or the length of her hair is appropriate to realize the intended image.

> ***From the Guinness Book of Records: Nee Lynmey has grown the longest hair, whose length is more than two meters. The woman has not cut her hair for 55 years.***

One of the simplest options in hair design is a wig.

Wig (from French – Perruque) is artificial or natural hair, which is worn on the head like a hat, creating a desired hairstyle. In ancient times, wigs were made of natural, artificial or animal hair (sheep, goat wool, horsehair, etc.). The first wigs appeared in ancient Egypt (approximately 2600 BC). Making a wig is a complex and time-consuming process, which is carried out by specially trained professional wig makers.

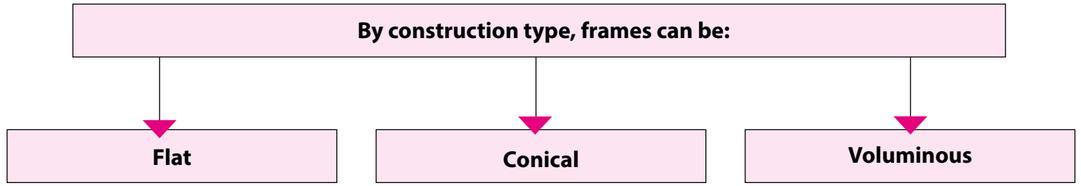
Today, there is a large selection of wigs: natural and artificial; with short or long hair; natural or bright colors; with haircuts or themed hairstyles *(see page. 109)*.

> *The biggest wig was created by a hairdresser from Peru Amparo Hara. Its height is 1m 80 cm.*

There is a way of developing a headdress, which is has a frame structure, and it is the most difficult, painstaking and time-consuming. Creating it, you need to take into account: attachment to the head, height, width, and materials for its manufacture.

Headgear is a term that includes both the methods of the actual hairstyle and the methods of decorating and covering the head.

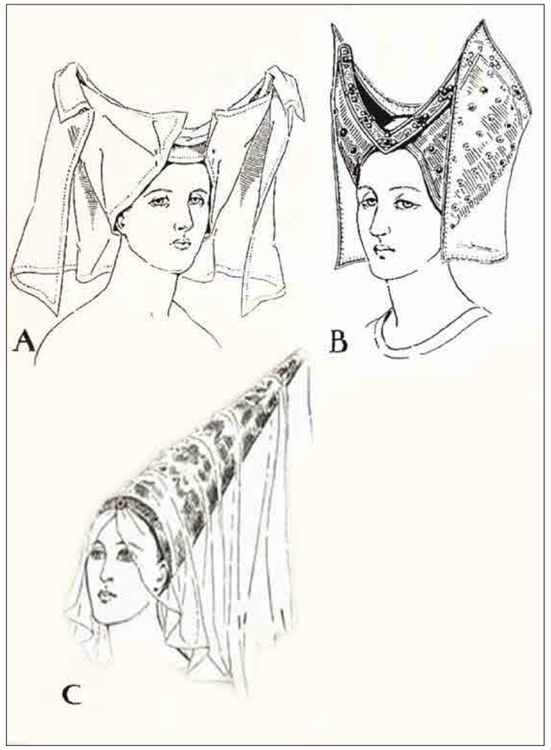
The frame is an internal supporting structure consisting of a system of linear elements. A solid base (usually wire) made of cloth, paper, etc. products can withstand a certain load, ensuring the overall stability of the construction.



Creation of a frame begins with the formation of the base, on which the main form is placed. It is recommended to use lightweight parts resistant to deformation.

In construction, "flat" frames are the easiest to manufacture. They are flat in projection, having no volume in the back of the head (for example, traditional Russian headdress – kokoshnik, decorative ears, etc.). The foundation could be a hoop of rigid wire, on which the rest of the structure is placed *(see page. 111).*

The framework of the "conical" shape can be attributed to the Gothic period at the end of the XIV century, when most hairstyles resembled horns by their silhouette and position. Headdresses in the shape of a horn were arranged differently: some stuck out horizontally and resembled the horns of bulls; others were up and curved to the side; while others still were placed on the sides at an angle. The distance between the tips of the "horns" sometimes reached 1 meter, and the height was up to fifty centimeters. The most popular and extravagant headdress was "Ennen" - a cone-shaped cap.



This technique can be used to design and build headgear for mythical creatures (unicorns), Disney characters (Maleficent, 2014), or various images of animals (deer, goat, bull, etc.) *(see page. 113).*

Voluminous hairstyles placed on a frame, make for a brighter and more spectacular magical look.

Voluminous frames are the most difficult to manufacture. Its parts are fastened onto its base (monture).

Monture (from French monture) is a foundation of a wig or chignon, which is made of braid, tulle, or mesh. It is done in the form of a cap (to fit the shape of the head), on which hair is sewn.

In contests, shows, and championships, natural hair is not used, because it is a very expensive and heavy raw material. It is recommended to replace it with artificial fiber: kanekalon, fiber, dreadlocs, zizi, etc.

Artificial fiber was first obtained by a chemical processing of cotton. The chemical composition of fiber is similar to cotton cellulose in the form of long, shiny, light threads with an extensive color palette: from natural colors to fantasy shades.

In making "voluminous" frames, in addition to artificial fibers, one can use: cardboard, paper, tulle, wire, etc.

The main goal is for the construction to be steady and not move. It should not create pressure on the model's head, and not move during the demonstration.

AGREEMENT BETWEEN PHOTOGRAPHER AND MODEL

Below is an example of such an agreement, and you are welcome to use it at your own risk.

In exchange for the valuable and compensable remuneration, which by signing this document is recognized as sufficient and received, I (Model), _____

_____

give _____

(the Photographer), his / her legal representatives and assignees, those for whom the Photographer acts, as well as those who act on his / her behalf and with his / her permission, the inalienable and unlimited right and permission to copyrights, to his / her name or to another name, and also to use, reuse, publish and republish photographic portraits and my other pictures or those on which I am depicted, made by the Photographer (Photos)), in whole or in part, as part of a composite image or in a distorted form and content, without restrictions in the changes allowed in the Photos. Photographs can be signed by either mine or fictitious name; reproductions can be printed both in color and in black and white, using the equipment of the Photographer or any other equipment, and distributed in any way, for illustration purposes, promotion of goods, like art, in publications, advertising, trade, publishing and for any other purposes. I also give the right to use printed materials in connection with the above purposes. I confirm my consent to the disclosure of my nationality (s), but at the same time I accept a mention by the Photographer and / or his / her representatives of other nationalities in connection with my Photos for descriptive purposes. By signing this document, I waive all rights to view and approve the finished product or products, as well as advertising copies and other related materials, or the very purpose for which the Photos are used.

By signing this document, I give the Photographer, persons hired by the Photographer, his / her legal representatives and assignees, as well as other persons subordinate to the Photographer, or those whose tasks he/she performs, the specified rights and release him / her from any and all obligations and any liability with respect to any changes in the Photos and any purposes for their use. I agree with the fact that I will not have any rights to these Photos; all the rights to these Photos, including copyrights, belong to the Photographer and his / her representatives.

I agree with the fact that I will not have any rights to additional compensation or remuneration, and I promise not to make any further claims to the Photographer and his / her representatives for any reason, including accusations of defamation or personal infringement. I agree that all the listed

and signed information in this document is binding for me, my successors, legal representatives and assignees. I confirm that this transfer is final, worldwide and of unlimited duration. By signing this document, I confirm that I have reached the legal adult age and that I have the right to speak on my own behalf. Before signing this document, I thoroughly and fully familiarized myself with the contents of this agreement.

Location and time of shooting _____
MODEL (First Name and Last Name) _____
Date _____ Signature _____
Tel. _____ Address _____
City _____ Postal Code _____

Country _____ E-mail _____
Passport number _____

Date and place of issuance of the passport _____

PHOTOGRAPH (First Name and Last Name) _____

Date _____ Signature _____
Tel. _____ Address _____
City _____ Postal Code _____
Country _____ E-mail _____
Passport number _____
Date and place of issuance of the passport _____

WITNESS (First and Last Name) _____
Date _____ Signature _____

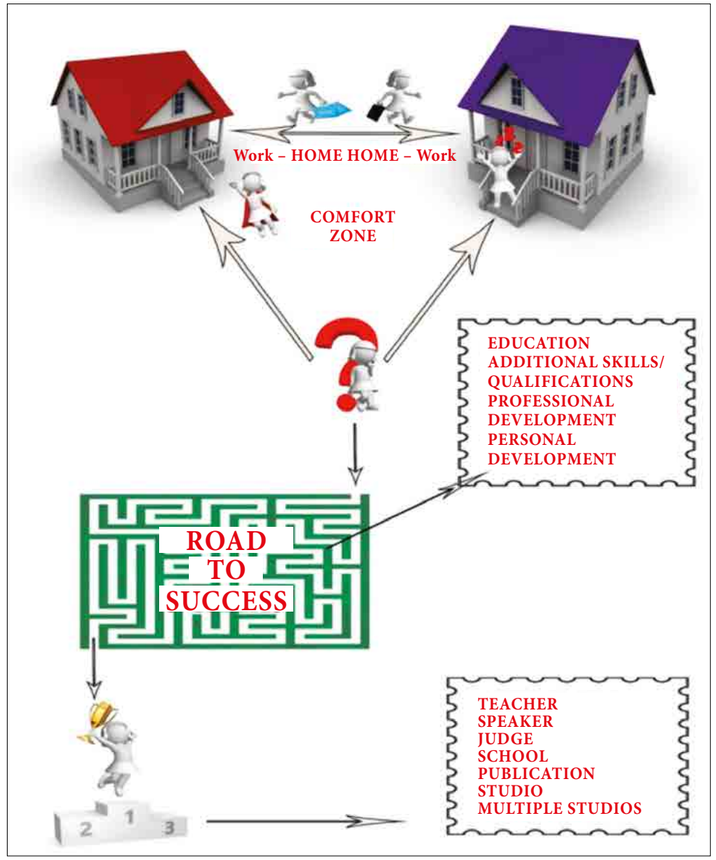
Source: http://model-release.ru/release_russian.pdf

Inna Kharlamova / Galina Popova

PART 4. CREATIVE NOMINATIONS IN CHAMPIONSHIPS

PARTICIPATION IN CHAMPIONSHIP OR A WASTE OF MONEY?

The truth is not whether we lose, but how we change when we lose, what new we learn, which we did not know before. Losing in some strange way turns into a win.
Richard Bach



Many lashmakers do not want to participate in such events, justifying themselves with excuses like: "I have no time" (I am busy with home, work, children, clients); "No financial opportunity" (extra expenses); "It is too late for me, let the young participate", that is, hiding behind their age, they are afraid of competition; "It's too early to participate as I have very little experience." But in fact, behind all of these, there are internal fears of:

- *shame;*
- *competition;*
- *criticism;*
- *client accusations of lack of professionalism;*
- *publicity:*
- *wasting money and time;*
- *long trips;*
- *"competition was fixed in advance," etc.*

In fact, fear is great only until you face it. And the longer it is avoided, the worse it becomes in our mind. Do not let the fear of the unknown stand in the way of your calling, dreams or success. It is better to use the opportunity and take a chance than to look back and realize that you had a chance, but you missed it.

Of course, to participate in the championship, one needs knowledge, experience and skills. At birth, people do not immediately begin to talk, read and write. Similarly, in every profession, there is a path that must be taken, from amateur to professional in his/her field. First, you acquire basic knowledge, improve as a professional, each time honing in your skills and gaining experience.

And then comes the moment when you are ready to reach a new level, to grow and develop.

But even all the technical skills do not guarantee victory in the championship. There are many factors that can interfere with taking a podium place: not being able to cope with your own anxiety at a crucial moment; getting confused in a nonstandard situation, or freezing up.

Fear is a feeling, with which almost all people are familiar. In the body, it can manifest itself in muscular tension, an accelerated heartbeat, a trembling, sweaty palms, or unfocused vision. These phenomena can adversely affect the quality of work in the championships. And it does not mean that you are a bad lashmaker, you just could not get yourself together at the right moment. Do not take your loss as a failure. Consider it a valuable learning experience. You must learn to convince yourself that trying is better than not trying, and remember that losing is an integral part of success.

"My first participation in the championship ended in defeat. In the Sculptor Lash championship, in the "Image creation" nomination, among four participants, I took the very last fourth place. During the announcement of the results, I wanted to disappear, that's how ashamed I was. I was upset with the judges, organizers, and most of all with myself. At the same time, I did receive a prize for the best image, a cash prize, plus 3 special prizes from the judges. But at that moment it was not important, and only one thing that I was focused on was: why didn't I place!? After such a failure, I decided to never participate in the championships!

However, after a while, after analyzing the situation, I asked myself, "What did I do wrong, and why?" The answer was simple and obvious: I got fewer points than the other participants, not because the work turned out to be worse than others', but I simply didn't work through the evaluation sheet, overthought my strengths and skills, and as a result I got the fourth place ".

(Story of Galina Popova)

"For the first time, I participated in " Image creation "nomination in Kyiv in 2015. The competition was held at the International Exhibition Center among thousands of visitors, so it was very noisy and uncomfortable.

There was no theme assigned; the goal was to create a bright image. At that time, my child and I fell in love with cartoon "101 Dalmatians," and I really liked the character of the main villain, Cruella De Vill. It took me about a month to prepare for the championship: I made a suit to order, and bought black, white and red Kanekalon (high quality artificial fiber, very close to natural hair strands), red gloves, and shoes. The image was complemented by small knitted dalmatian earrings and bracelets (I did not know yet that this would not be considered an accessory to the image. The model and I arrived at the championship well in advance (thanks to my model for her patience. She already had eyelash extensions done (without tiers and with a small number of colored eyelashes), hairdo, make up, and was wearing a costume ...

We were given one hour to place all the decor prepared beforehand (I glued on letters made out of eyelashes, a friend of mine made bones out of acryl, and, of course, I used sequins, beads and feathers (how could I do without them?) ... and I took the second place! Hooray !!!

What does a winner feel at this moment? Joy, pride, and superiority. You feel like you are better than ... yourself a minute ago, but ... at the end of the awards ceremony, the organizers approached me and said that an error occurred in the calculation of points, I did not place, and I must return the medal and all the prizes.

What does a loser feel at this moment? Resentment (so much money and time wasted), anger (well, how come?!), shame (the level of shame depends on the number of witnesses and their importance to you) ...

Did I participate in championships again? Of course, I did, and many many times! A lot better prepared, having studied and corrected all my weak points and shortcomings, I started to place. Do not be afraid to lose! The skills come with practice. This is a valuable experience".

(Story of Inna Kharlamova)

Success does not come right away; competitions, championships require constant self-improvement, gaining more knowledge and honing in your technique. Do not blame others for your failures; but rather start with yourself. It is easy to complain about the organizers ("it was the wrong couch", "the provided workplace was uncomfortable," "the room was too hot / cold / dry / humid or noisy"); to grumble about the failings of the model ("her eyelashes were too light", "she had sensitive eyes"); or to blame the judges ("competition was fixed", "they found stickies", etc).

It is important to be honest with yourself in order to better understand the situation, to draw the right conclusions, to take into account the feedback and correct all errors in the future.

You need to arrive early, prepare the most comfortable workplace, make an agreement with the model in advance (or hire a model from a modeling agency and pay for her/his work), and familiarize yourself with the evaluation sheet. After all, all participants work in the same conditions, which are equally uncomfortable and unusual for all the participants. Only we ourselves are responsible for the end result, and the ability to recognize it is a prerogative of strong people, who are ready to improve and conquer new heights.

Without a doubt, whether people closest to us believe in us and are ready to support us, is very important. Get ready, most of the people will be divided into two groups: those, who will treat your work with a great enthusiasm, respect, support and understanding, and those, who do not understand why you waste so much time and energy on, in their opinion, meaningless venture. Do not let the last group trample your dreams, plans and hopes!

Believe in yourself and in your dream! Make it a reality, so you do not regret later that you could have, but did not!

Sure, everyone has their own path, which they travel on, but with the help of our stories we wanted to show you that failure will not break you!

Before the championship, you need to take the time and imagine a positive outcome:

I will succeed!

All my dreams will come true!

I can do anything!

I am good at this!

Believe in yourself today, and others will believe in you tomorrow!

ONE OF THE WAYS TO REACH YOUR GOAL

By participating in a championship, you gain:	By not participating in a championship, you lose:
- communication and networking with colleagues - invaluable experience - professional growth - gaining more prestige - opportunity to stay current with respect to new technologies - opportunity to follow various innovations in the field of marketing, promotion of your business and staying current - search for new creative ideas for your business and practical tools to achieve your goals - personal growth and gaining skills necessary to achieve success in all spheres of your life - a chance to work on your own personal qualities, including ability to communicate with others (networking) - feeling of excitement, delight, elation, unforgettable emotions - inner strength and desire to act	- opportunity to move up to a new level - a chance to develop as a professional and test your skills in a professional setting - opportunity to meet new colleagues, mentors, partners, and clients - opportunity to improve your self-esteem and expertise, as well as prices for your services - a chance to be the first to learn about new products in the beauty industry - opportunity to get answers to your questions from other professionals in the field - opportunity to do what you have long dreamed of **as a result, you are standing still and not improving**

Exercise:

List the reasons/your justification of why you do not participate in championships (for example: laziness, fear, or others) and cross them out.

What are your short-term goals for professional development (for example: participation in a championship; starting to teach; open a studio; learn mega volume, and others).

List the steps that will help you achieve your goal (for example: apply for participation in a championship, attend pre-competition training, attend a professional conference, etc.).

HOW TO PROPERLY ALLOCATE TIME IN CHAMPIONSHIPS

Time is the coin of your life.
It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you.
Carl Sandburg

IN ART OF COLOR NOMINATION,

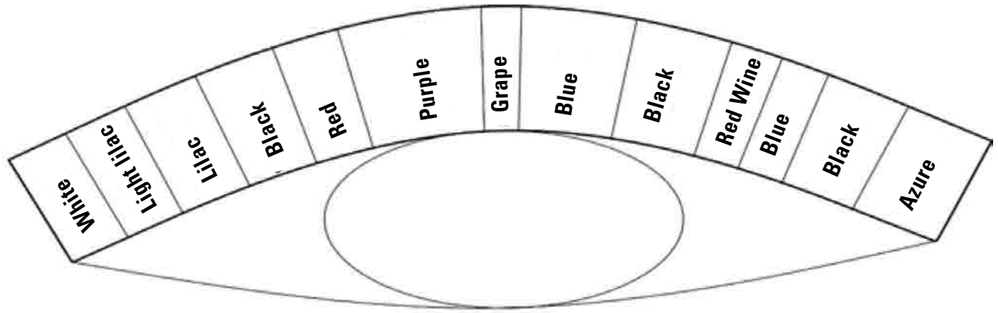
before the start of the nomination and start signal, a participant must:

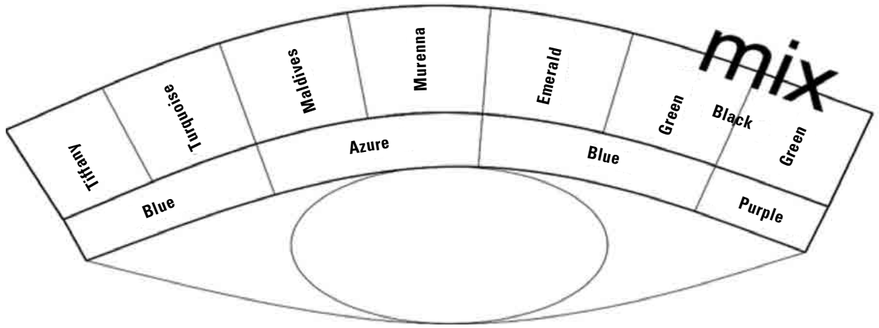
- Prepare the workplace for comfortable work
- Prepare the necessary tools and materials.
- Fill in a lash-check issued by the organizers upon registration
- Place the model on the couch
- Isolate lower lashes
- Degrease and prepare for extensions

One can proceed to eyelash extensions only after the start signal. Execution time is 3 hours.

In this nomination, only 3D – 5D voluminous eyelash extensions (thickness from 0.07 to 0.03mm) are performed. It is recommended to use more than 10 shades of colored eyelashes of any brand, based on participant's choice and suitable to the type of the model. The participant selects modeling by her/himself.

Example and combination of colored eyelashes (Vivienne) for creative nominations





Each participant chooses the model by her/himself.

Recommendations for the model:

- Bright costume
- Closed cocktail / evening dress
- Clean shoes (shoe covers)
- Clean, bright colored hair / wig (with Kanekalon)
- No tattoos
- Good looks / professional model
- Light makeup (no eyeshadows, liner, no makeup under the eyes). Bright accents on the lips, cheeks, as well as on the forehead, cheekbones, coinciding with the color scheme of the eyelashes are allowed.
- Beautiful eyebrows (color design is allowed)
- Clear skin
- 16-30 years of age
- Smiling

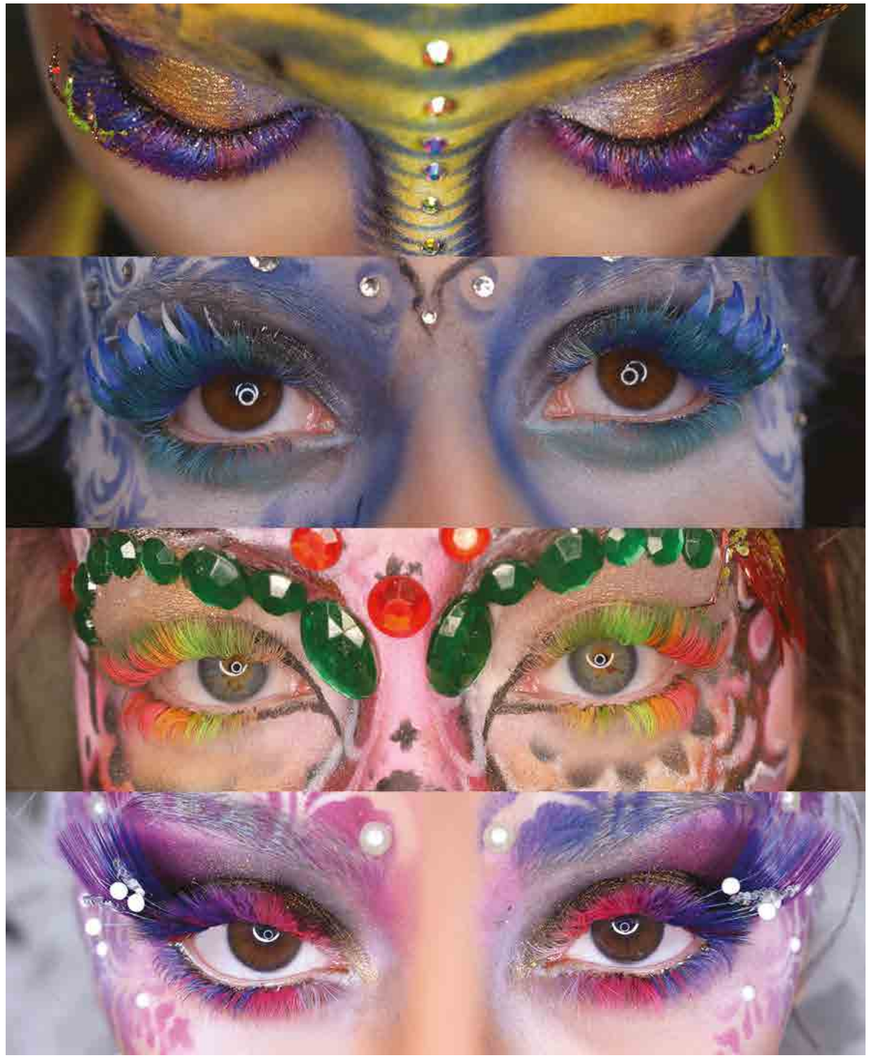
The image will be complimented by earrings, hoops, hairpins, and necklaces that match the colors of the eyelashes.

Before the end of the nomination, leave 20 minutes to evaluate your work as a whole, and to correct all the flaws (check gluing, detachment, symmetry, comb through the eyelashes, etc.)

The model walks over going to the judging zone, and s/he should have on her:

- Number issued at registration
- Lash-check with Evaluation sheet (2 copies)
- Patches and a clean brush

(see page 127)



NOMINATION IMAGE CREATION / "LASH-DESIGN"

Remember that the requirements for the “Image creation” and “Lash design” nominations are different. Nomination “Image Creation” assumes the creation of a complete image, while nomination “Lash-design” only goes down to the chest line.

Eyelash extensions are performed by the lashmaker in creative nominations in advance. Using at least 10 colors with a complex pattern in modeling. After registration, it is necessary to organize the most convenient workplace. One assistant is allowed in the competition area (makeup artist, hair stylist, etc.), who will help to dress the model, finalize the make-up and hairstyle before the start of the nomination. According to the rules of the championships, after the start of the nomination, only the lashmaker can connect and secure all the décor elements on the face and/or cleavage. It is recommended to lay out all the elements (details) of the decor on a sketch, which will facilitate and speed up the work after the start signal. After the start signal, announcing beginning of the competition, calmly and confidently begin to glue the lash decor, and then decorative elements on the face. Remember that time in creative nominations is limited to 60–90 minutes (as set by the organizers). If the image assumes symmetry, work simultaneously with two sides. Before the end of the nomination, leave 2–5 minutes to evaluate your work as a whole and correct all the shortcomings (fix the headdress, sit your model down in a graceful pose or have her stand up, etc.).

Disqualification

• If a lashmaker incorrectly indicated her/his category of participation, lowered it, hid the fact of teaching, and it became clear during or after the competition

• During the procedure, s/he took out or cut model’s natural eyelashes

• Chose a model with an eyelid tattoo (not for creative nominations)

• Continued working after the final signal

• Was in the judging zone during model evaluation period

• If the master has completed a partial or full eyelash extension before the start (not for creative nominations)

• If you start working before the start signal

• If in the presence of the judges, your model mentioned lashmaker’s name

• It is prohibited to use scotch tape or film to separate lower eyelashes

• Penalty points are awarded for a reddened eye, large amount of glue build up, extensions done without the margin, non-compliance with the rules

• Disrespect towards competition organizers (mentors, assistants, judges, or organizers) before, during or after the championship

• Spreading false rumors, gossip or slander: before, during and after the championship

• The following is punishable by issuing a fine: damage to the property (couch, table, chairs, etc.), glue, paint and other poorly removable items. The amount of the fine depends on the value of the damaged property.

• In case of disqualification, the championship participation fee is not returned!

Penalty points:

- if the upper and lower lashes are glued together, and the model cannot open her/his eyes;

- the use of inappropriate thicknesses of 0.2; 0.15 in diameter (except for creative nominations), if it is not allowed by the rules of the championship;

- if the decor can harm the health of the model (sharp, heavy décor details)

- if the weight of the decor does not allow the model to open her/his eyes fully or partially;

- If artificial, false eyelashes are placed on top of the eyelash extensions, which does not allow to be able to examine the extensions and color scheme;

- if the chosen color scheme is light color (white, light pink, light blue, etc.), while extensions were done using black glue;

- if the consume or its elements, headdress, shoes or accessories have been used in previous championships or competitions, the points for this criterion in the evaluation sheet are reduced to zero.

** Information taken from Ukrainian championships: Sculptor Lash, Meet, Lash and Brow Ring*

EVALUATION SHEET WITH CRITERIA DESCRIPTION FOR "DESIGN LASHES"

Nominations of eyelash decoration of "Design Lashes" / "Creating an Image"

Criteria for evaluation

Overall impression	The image should correspond to the given theme, be easily recognizable, harmonious, original, with a creative approach, and innovative ideas. Appropriate choice of the model and her/his presentation is also important. It is evaluated last.
Accuracy of the eyelash decor	The design of the elements and lash decor must be done in advance, and glued onto the extended eyelashes after the start signal. They must be technically appropriate (not heavy, without a large amount of glue, etc.)
Tiers	Tiers are completed during the process of lash extensions, prior to the championship. It is done by placing artificial eyelashes on top of the natural in 2 stages: 1st, artificial lash is placed in the middle of the natural eyelash! 2nd, artificial lash is placed at the base of the natural with an allowed margin. Tiered extensions must be well observed!
Coloring	Extensions must be completed before the announcement of the start of the nomination. Use at least 10 colors: by alternating colors, coloring, or color accents.
Lower lash extensions	Extensions must be completed before the announcement of the start of the nomination. Extensions of the lower eyelashes can be performed in Classic, Volume or partial technique.
Complexity of lash decor	The decor is glued after the announcement of the start of the nomination. Be sure to use lightweight materials that are glued to the extended eyelashes. For example: glitter-eyelashes, feathers, rhinestones, dried flowers. The non-standard approach in the choice of decor is welcome.
Complexity of face decor	Removable elements of the decor are glued after the announcement of the start of the nomination (temporal zones, cheekbones, eyebrows, ears, neck, lips)
Décor's originality	The decor is created before the championship, and use of non-standard materials is welcome.

Make up	Make-up is performed before the start of the nomination by a makeup artist or lash-maker. It is allowed to use theater make up, glitter, etc.
Face art	Face art is performed prior to the start of the nomination by a makeup artist or lash-maker. Use of plastic makeup or silicone details is allowed (to change the shape of the nose, face, ears, etc.).
Body art	Performed prior to the start, by a makeup artist, body art specialist or lash-maker her/himself. The absence of body art, if it is indicated in the evaluation sheet, will lead to 0 points. If there are any elements of body art, the assessment will be proportional to the amount of work performed. Body art can serve as a supplement to the costume or can perform the role of the costume itself (it is allowed to work with airbrush, stencils). Nudity is not allowed.
Comments	Judges leave comments as recommendations to the lashmaker
Penalty points	Given by the judges for violating the rules of participation. If the decor could cause harm (injury) to the health of the model (for example: using heavy decor on the eyelashes will result in the model not being able to open the eyes; use of inappropriate glue in the decor, etc.).
Point summary	The total number of points from all the judges in this category is summed up.

EVALUATION SHEET POINTS FOR "VOLUME COLOR EXTENSIONS 3–5D "COLOR VOLUME"

Nomination: Volume Color Extensions 3–5D "Color Volume"
Nomination Regulations (Lash and Brow Ring Championship)

Criteria	Points from and to	Description
Judge №1		
Overall impression	**1-10 p**	Harmony and general appearance of the extended
Smoothness of transition	**1-10 p**	eyelashes.
Symmetry	**1-10 p**	Transition of the eyelash row
Modeling (effect)	**1-10 p**	Symmetry/equality in extensions in both eyes
Color harmony	**1-5 p**	Appropriately performed chosen type of modeling
Technical characteristics (length, thickness, curve)	**1-5 p**	Harmony with the color type of the model
Judge №2		
Presence of glued together eyelashes	**0-10 p**	Appropriately chosen material
Fallen out lashe	**0-10 p**	3D –3p, 5D –5p
Number of colors	**1-10 p**	1 fallen out lash – point
Open fan	**1-10 p**	Every color – 1 p, maximum 10 colors
Uniformity of the fan	**1-10 p**	Open fan (unopened fans –1p.)
Volume complexity	**1-5 p**	Uniformity of fan openings
In-Fill	**1-10 p**	3D – 3p, 5D – 5p
Contact area	**1-5 p**	Overall in-fill of the lashes
Judge №3		
Direction	**0-3p**	Contact of artificial lash with the natural one
Margin from the eyelid (normal range)	**0-3p**	Direction of the artificial lashes
Margin from the eyelid (uniformity)	**0-3p**	Margin from the eyelid from 0.5 –1 mm
Work done in external corners	**1-5 p**	Uniformity of the margin
Work done in internal corners	**1-5 p**	Placement of extensions on all the hairs in the outer
Cleanliness of completed work	**1-5 p**	corner of the eye

Penalty points

Placement of extensions on all the hairs in the inner corner of the eye

LASH-CHECK

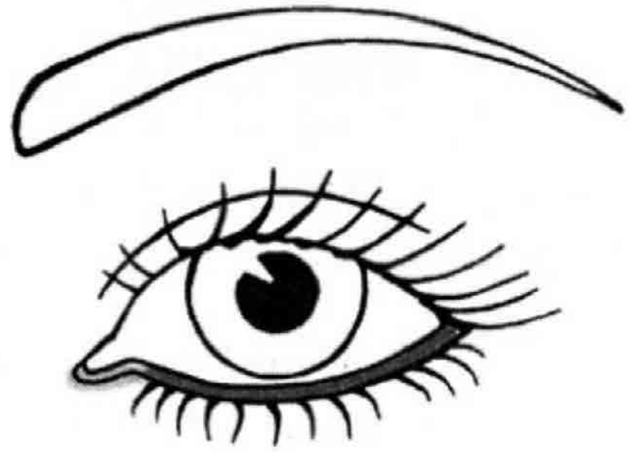
Category _____
Nomination _____
Nomination_____

FILLED IN BY THE LASHMAKER
Modeling / specify curls, thickness and lengths (draw an eye modeling diagram)

Materials used
Firm _____
Color _____

Condition of natural eyelashes (underline the appropriate)
Length: short medium thick
Thickness: thin medium thick
Direction of Growth: up down straight
Condition of the eye (underline the appropriate):
Red eyes: yes no Damage to the eyelash row: yes no Asymmetry of eyes: yes no

Penalty points _____
Remarks/Comments _____



НАШИ СПОНСОРЫ

#50shadesofeyelashes

#50оттенковресниц

ПОЖАЛУЙСТА, НАПИШИТЕ ОТЗЫВ О КНИГЕ-КОНСУЛЬТАЦИИ «50 ОТТЕНКОВ РЕСНИЦ»!

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1) Что нового для себя вы узнали?
2) Какая тема была для вас более интересна?
3) Что вы можете нам пожелать?

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Или оставьте отзыв здесь, сфотографируйте и вышлите нам в соцсети
(или на почту lashstudioglance@gmail.com)

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КНИГА-КОНСУЛЬТАЦИЯ
ПЯТЬДЕСЯТ ОТТЕНКОВ РЕСНИЦ

Художественное оформление – Игорь Попов
Редактор, корректор – Алена Макаренко
Верстка – Валерий Ткаченко

Подписано в печать (число)_____.Формат_____
Бумага_____ Печать_____ Усл.-печ. листов_____
Тираж _____экз. Издательство_____
Отпечатано в типографии_____

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